vogue

INCORPORATING VANITY FAIR

ADVANCE
RETAIL
TRADE
EDITION

see section facing page 102

SPRING HATS

BETWEEN-SEASONS FASHIONS

JANUARY 15, 1940 · PRICE 35 CENTS

© COPYRIGHT 1940 THE CONDÉ NAST PUBLICATIONS, INC.

Helen wants good shoe looks
Ellen wants good shoe feel

You get them both in

Air Step

THE SHOE WITH THE MAGIC SOLE

CHERIE—with the new pyramid heel

NORMA—V-throat patent with faille fan-pleat

SWING HIGH—you'll like its foot-slimming way

WINDSOR—reptile as an accent on gabardine

$6.00

Some Styles Slightly Higher

DELHI—with that open-on-the-top look

COLLEGE—a fine "walker"

LOOK a second time at these Air Steps.
What you see is a look of lightness—
the gay, graceful lightness that makes a shoe feminine.
What you don't see
(because it is a deep-inside secret of designing)
is an exclusive kind of construction
that makes a light-and-dainty shoe as cushion-y
and comfortable on grim pavements as a bare foot on grass.
Air Steps have a Magic Sole,
a shock-absorbing honeycomb of air cells,
designed-in and hidden away.
It takes up the jolts; smooths out the bumps.
Keeps your feet so rested—and your nerves so soothed—
that you're always "Fresh at Five". For name of a
nearby Air Step store, write BROWN SHOE COMPANY, St. Louis.

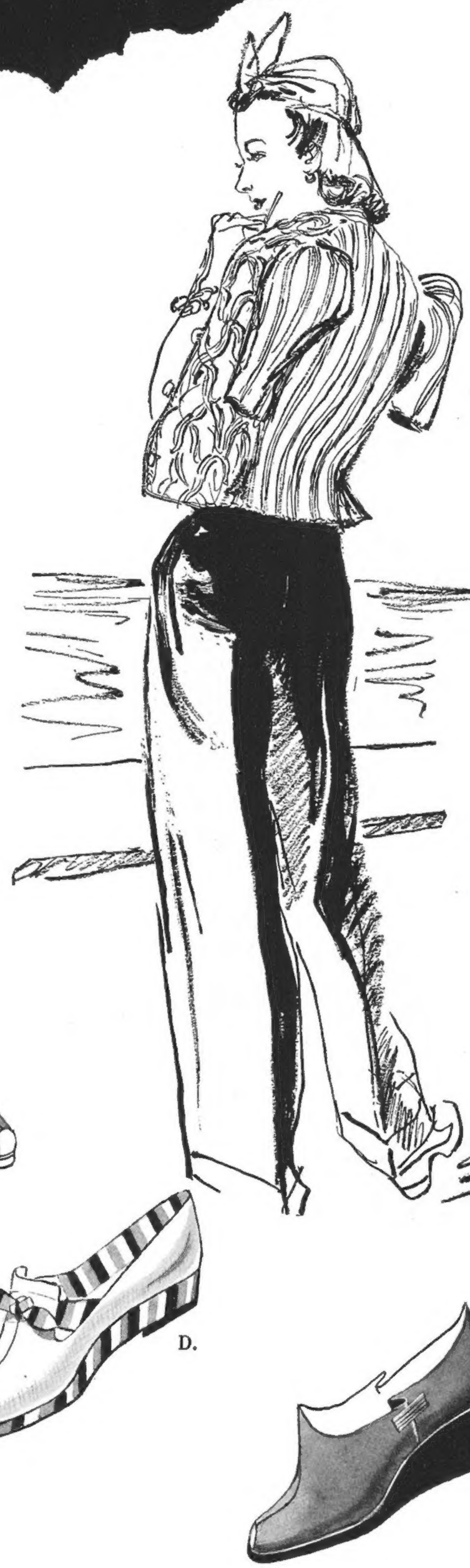
Fresh at Five . . . Put on a pair of Air Steps and step your hardest on a pebble. Where a lump should be, ground feels smooth. The Magic Sole is the shock-absorber that takes the punishment, instead of feet.

GEORGE PLATT LYNES

Night-blooming Taffeta . . . beautiful and festive.
A Bendel original for the south or north.

Henri Bendel
10 WEST 57
NEW YORK

Saks Fifth Avenue



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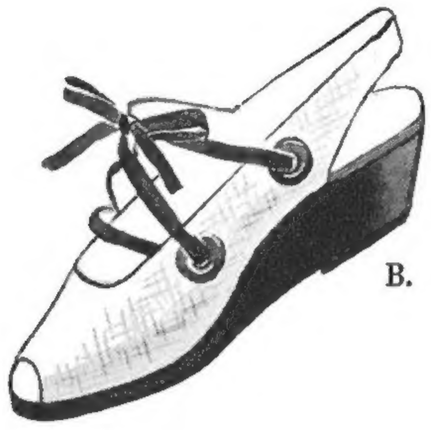
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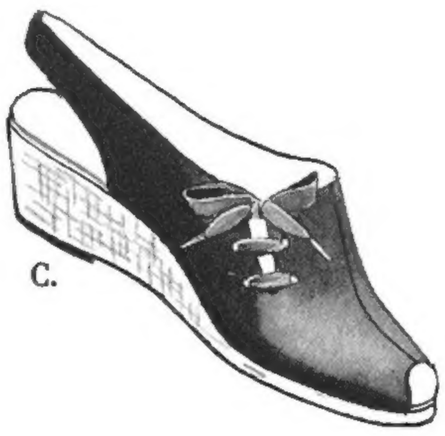
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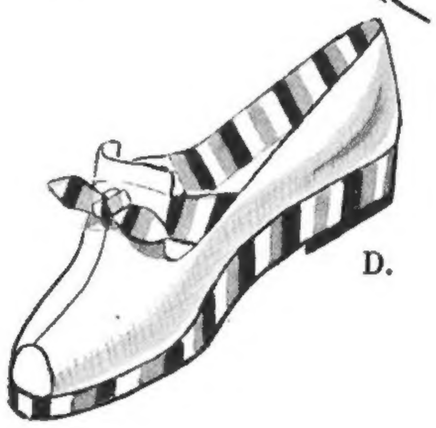
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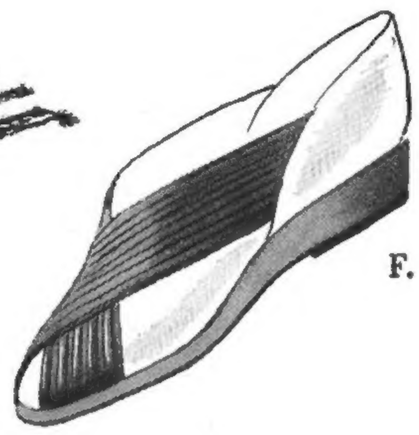

F.

CALIFORNIA SUN-EES*

designed for your playing

California playshoes . . . for your leisure moments . . . casual bright little shoes to take the brunt of your playing at home or while basking in the sunlight of warmer climates. Designed and made in the fast-becoming-famous California manner. All are colorful and unusual . . . fabrics or capeskins in sunlit shades.

A. Chummy—rust fabric with yellow; light blue with dark blue; brown with green; navy with red, **5.95**

B. Espadrille—white or wine fabric with blue; blue with yellow, **4.95**

C. Side Lace oxford—(draw shoe in leather) —tan pigskin with cream sole; red with blue; blue with red; Hunt green with buttertoast, **5.95**

D. Ceylon—white or black fabric with multi striped trim; navy with light blue; pimiento with white, **4.95**

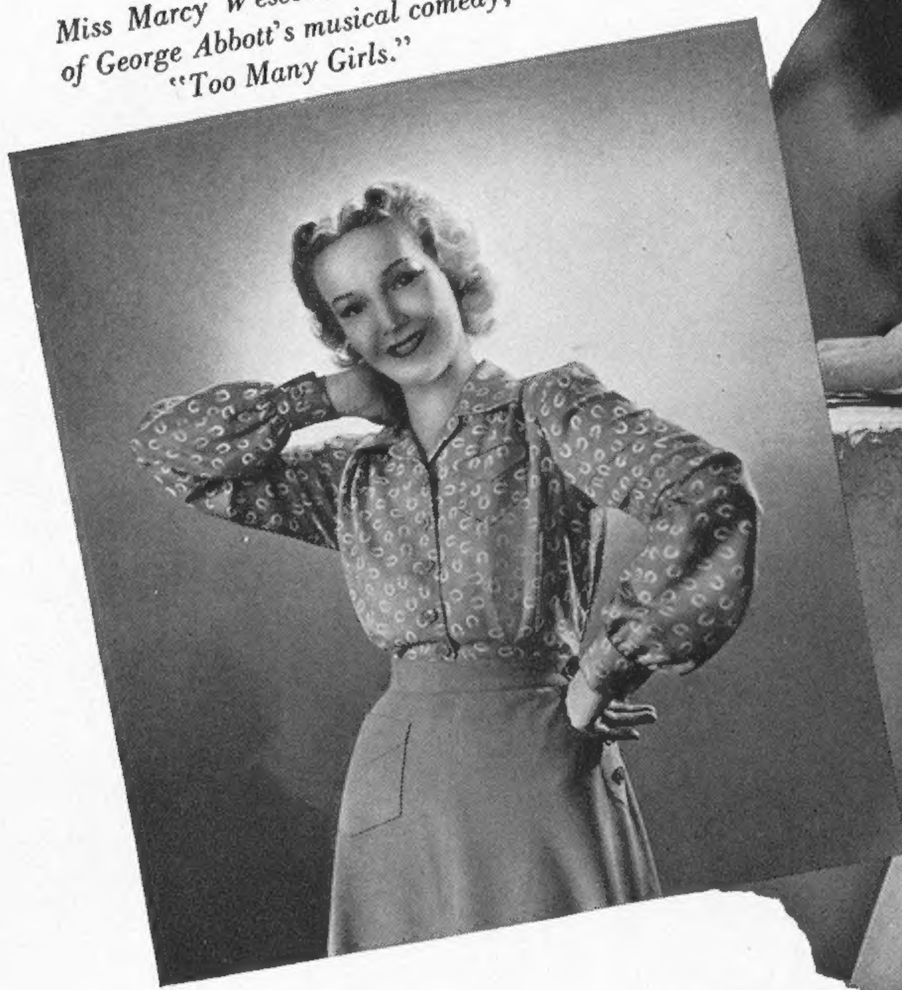
E. Avalon—red pigskin with navy; yellow with brown; light green or white with tan; tan with green; blue with wine, **5.95**

F. Capri—red or white fabric with blue cross straps and sole; black with wine; natural with tan; yellow with brown, **4.95**

**Registered*

NEW YORK • CHICAGO • BEVERLY HILLS • GREENWICH • MIAMI BEACH • PALM BEACH

Miss Marcy Wescott, ingenue star of George Abbott's musical comedy, "Too Many Girls."



Saks Fifth Avenue

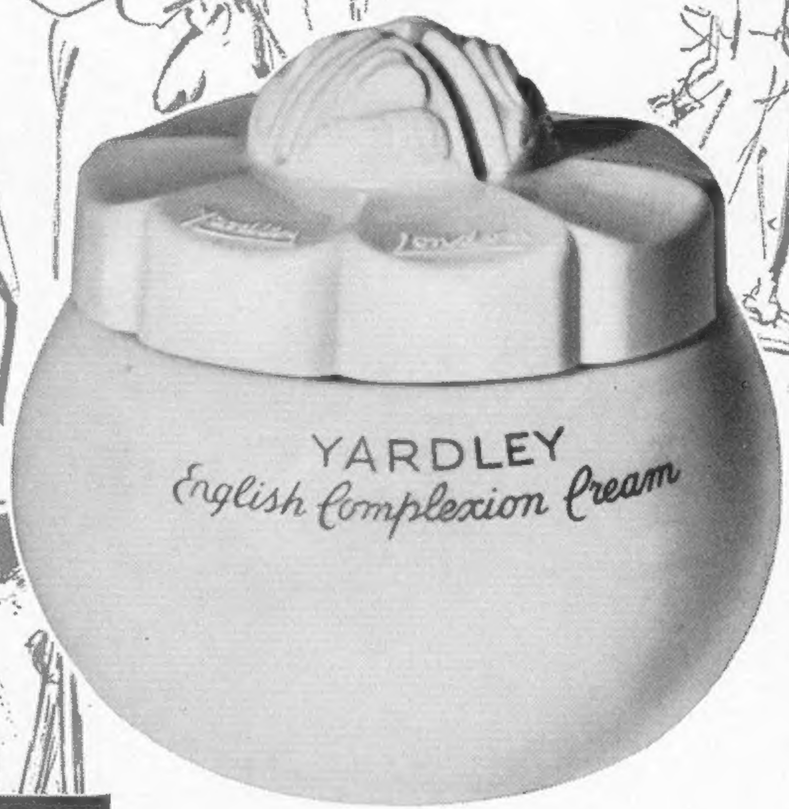
Presents Exclusive Reproductions of

famous sportclothes by IZOD of LONDON

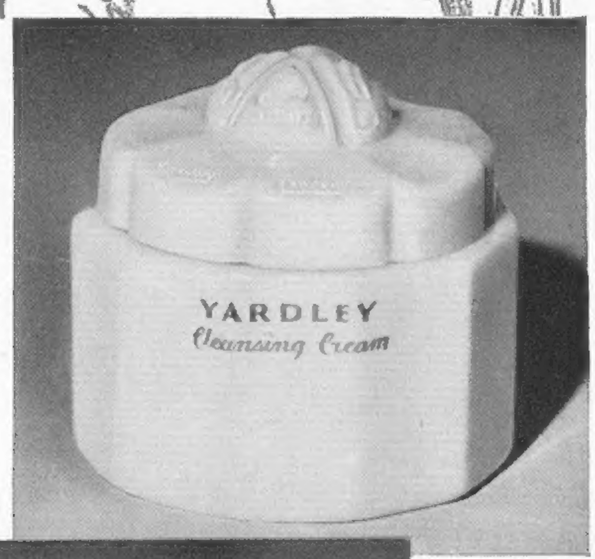
First showing of splendidly handled sportclothes by a master tailor . . . in casual American versions. Done in the Lucky Horseshoe print on surah weave rayon, newest in the cavalcade of Saks exclusives. Tiny white horseshoes sprinkled over peppermint red, corn yellow, dusty pink, dusty blue, and moonstone grey. (*center photo*) Short-sleeved print Blouse, 6.50; matching print Skirt, 7.95. (*top photo*) Plus a faultlessly tailored Lorraine wool Cardigan, 10.95. (*left photo*) Matching patch-pocketed Lorraine wool Skirt, 7.95; long-sleeved Blouse, 6.50. Sizes 12 to 18. Debutante Sportswear, Seventh Floor

NEW YORK, CHICAGO AND BEVERLY HILLS

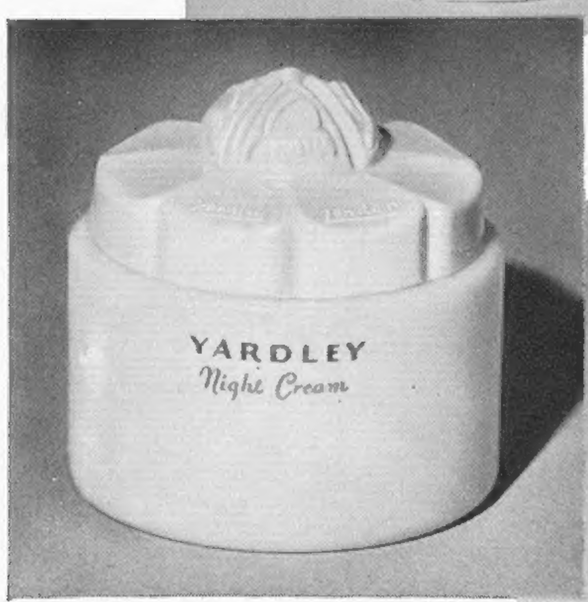
Even in Winter . . . a Springtime "English Complexion"



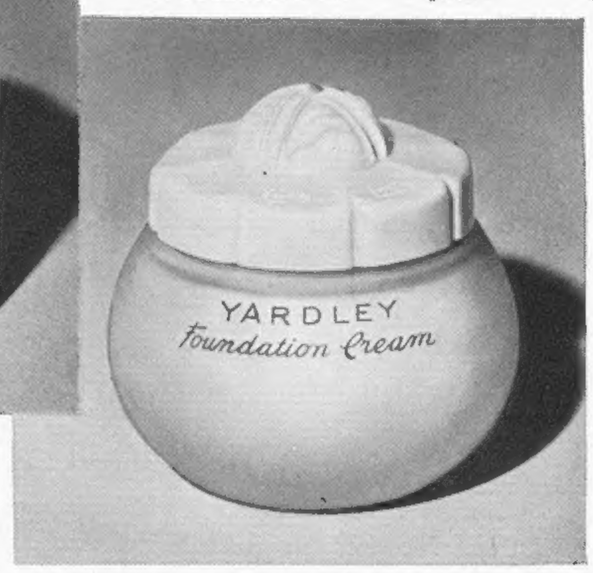
A young skin wants YARDLEY'S "English Complexion" Cream for cleansing and refining, and for enduring softness. Its fresh luxury leaves your skin feeling soft and smooth as a baby's $1.10



A skin that requires extra care wants YARDLEY'S Cleansing Cream to soften dryness caused by weather extremes, or by excessive indoor heat . . . $1.10



A tired skin wants YARDLEY'S Night Cream for a rich texturing treatment. Particularly restful at the end of an exhausting day $1.10



Every skin wants YARDLEY'S Foundation Cream for a beautifully sleek finish of gardenia texture 85c

● Air gaspingly sharp, invigorating. Snow cracking coldly underfoot. Making icy tracks from your cap to your boots, but never harming your radiantly lovely skin, which your many admirers call "your English Complexion"!

Then you smile to yourself, knowing that YARDLEY's few simple beauty aids are what keep the springtime illusion in your skin. That sunny lucidity . . . that warm clarity . . . so appealing and so *natural*. You know, too, that it's the year-round care with these four basic creams that gives you a coveted "English Complexion."

Any of the preparations on this page may be found in America at YARDLEY, 620 Fifth Avenue, and all finer shops.

BY APPOINTMENT TO HER MAJESTY QUEEN MARY

YARDLEY of London

Vogue
January 15, 1940

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Vol. 95, No. 2
Whole No. 1620

LE GANT*
STA-UP-TOP*

Pat. No. 2,136,742

"I want another Le Gant 'Sta-Up-Top'! They give me such a slender waist, and they're so comfortable!"

"Yes, Madame,—they certainly do give a slender waist—and I find mine the most comfortable corset I've ever worn!"

Le Gant "Sta-Up-Top" has the patented band that softly hugs the waist, giving a slender and well-defined waistline. Some "Sta-Up-Tops" extend as high as four inches above the waist—erase the "spare tire"—and give the long lines of Fashion.

Like all Le Gants, "Sta-Up-Top" is "the corset that's different" because it has the comfort of elastic with the control of cloth.

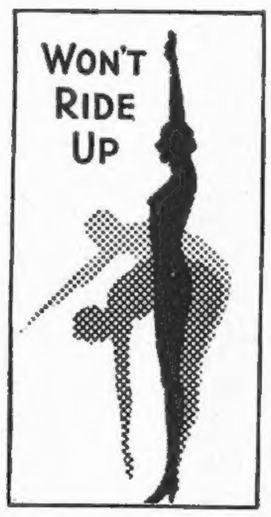
Perfect for wear with Le Gant "Sta-Up-Top", is
A'lure, the s-t-r-e-t-c-h-a-b-l-e bra—$1.50 to $5.

Le Gant girdles and corselettes $5 to $35
At the Better Shops

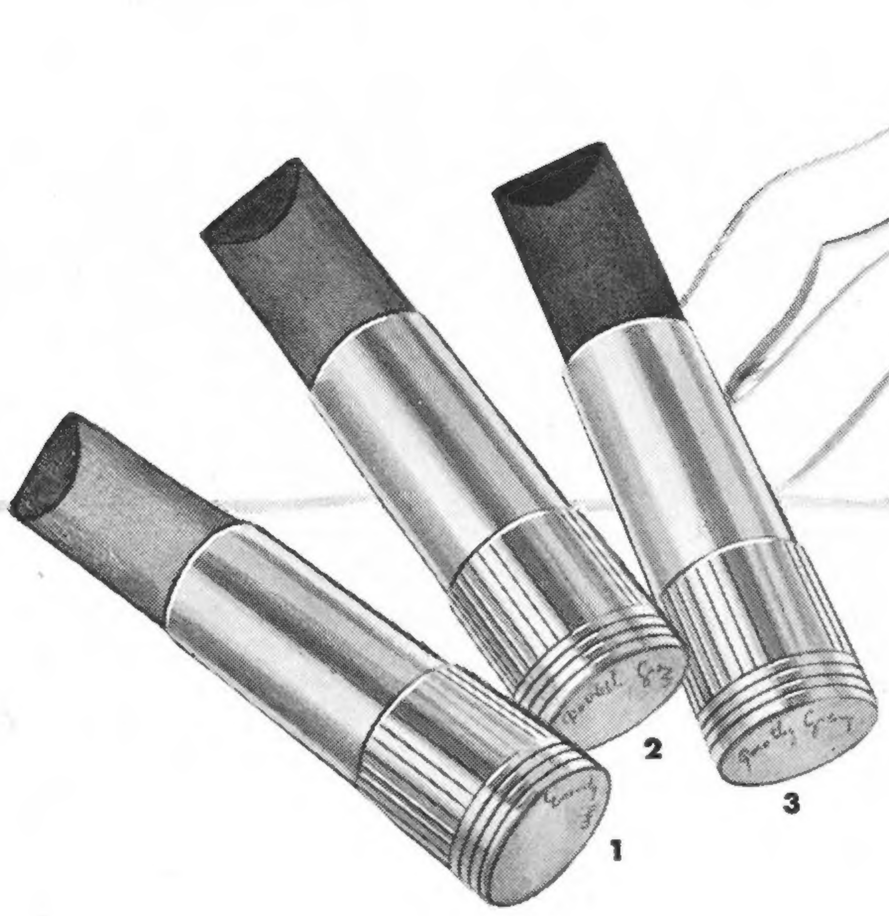
Write for illustrated booklet—"Recipes for Figure Beauty"

The Warner Brothers Company • 200 Madison Avenue • New York, N. Y.

*Reg. U. S. Pat. Off. In Canada, Parisian Corset Mfg. Co., Ltd., Quebec



For a star-spangled season DOROTHY GRAY 3 bright reds



THIS is a winter for daring red lips—challenging, tri-color red, zinging clear and thrilling! Imperative with clothes in new military blues, black, suave taupes and grays, flashing jewel tones, shimmering jet and spangles. Dorothy Gray is the only important Fifth Avenue Salon to give you *three* magnificent clear reds. Use them to dramatize your clothes, to lend bleak, wintry skin warmth and vivacity. Like all Dorothy Gray lipsticks, they are creamy-soft and smooth for winter-parched lips—indelible as can be. Dorothy Gray Lipstick, $1. Cream Rouge, perfectly matched in name and shade, $1.25; also Compact Rouge, $1.

DOROTHY GRAY SALONS . . . 683 Fifth Avenue, New York . . . Paris . . . London. Dorothy Gray Salon treatments are also available in smart stores in the following cities: Los Angeles Denver . . . Washington . . . Boston . . . Milwaukee . . . Buffalo . . . Norfolk . . . Chestnut Hill, Philadelphia . . . San Francisco . . . Seattle . . . Brussels . . . Amsterdam . . . The Hague Rotterdam . . . Cannes . . . Nice . . . Monte Carlo . . . on the Grace Line "Santa" ships . . . and on American Republics Line "Good Neighbor" ships. *Copyright, 1940, by Dorothy Gray, Ltd.*

1
DAREDEVIL—*Red.* Newest, lightest clear red of the Dorothy Gray trio. Brilliant with fir greens, soft grayed blues, smoky browns, jewel tones, and frost white. Utterly dazzling against white skin.

2
SCARLET—*Redder.* A slightly deeper true red. Electrifying with beige, muddy clay colors, navy, inky tones, stained-glass blues and greens, and sombre furs. Kindles pale or neutral skins with color.

3
SIREN—*Reddest.* Deepest of the three. Perfect foil for rich blue-greens, foxglove blue, elderberry wine, storm gray. Makes lips seem lush and full. Flattering for the medium-to-brunette person.

BLUSTERY WEATHER LOTION —Winter-time favorite. Creamy-soft, frothy-pink in the bottle. Delectably smooth on your skin—as a powder base, as a body-rub, as a guard against chapping when skiing, skating, motoring. $1.

EXTRA-RICH SKIN CREAM — Luxuriously rich and lubricating for skin that is inclined to aging "weather" lines. Lends flaky, winter-parched skin a supple, smooth feel. Grand for sallow, pinched necks. $1.

DOROTHY GRAY

THESE AND MANY OTHER EXQUISITE DOROTHY GRAY PREPARATIONS AT SMART DEPARTMENT AND DRUG STORES

Rana-cuera

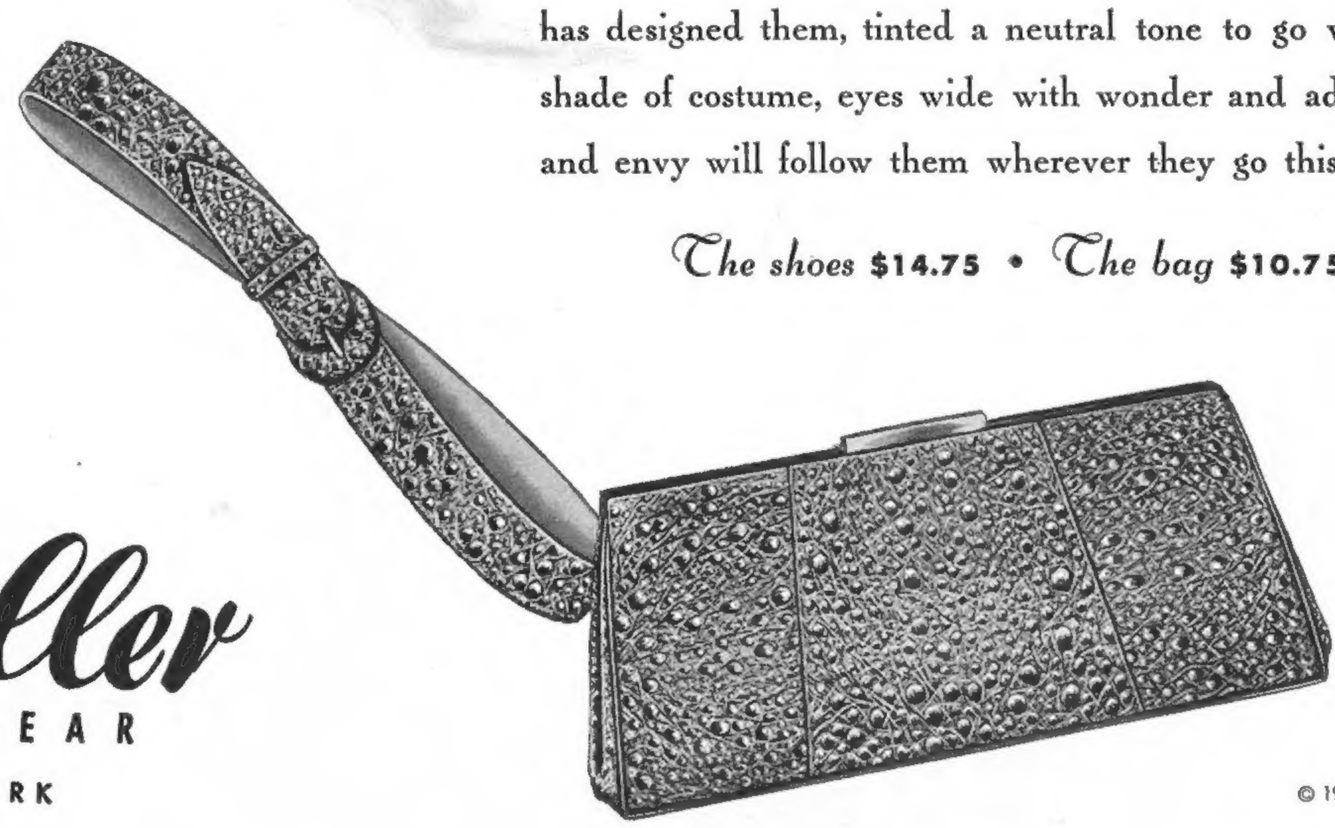
(FROG TO YOU)

Shoes made of frog skins! Of course it sounds fantastic. But the more Andrew Geller pondered, the more he was fascinated with the exotic fashion possibility and intrinsic beauty of the frog skin. So he started a hunt which carried him far down into Brazil where he discovered —

The Goliaths of the species — giant frogs with skins patterned like a constellation of moonstones, exquisitely iridescent as bubbles of blown glass — which we call Rana Cuera and —

Here they are now, Rana Cuera shoes, the first ever made in the history of the fashion world. And as Andrew Geller has designed them, tinted a neutral tone to go with any shade of costume, eyes wide with wonder and admiration and envy will follow them wherever they go this Spring.

The shoes **$14.75** • *The bag* **$10.75**



Andrew Geller
EXQUISITE FOOTWEAR
537 FIFTH AVENUE • NEW YORK

© 1940, by Andrew Geller

one habit an I. Magnin customer won't give up—

her shoes by I. Miller made with "Lastex" yarn

I. Magnin customers are among the best dressed women on the Pacific Coast. And many of them say that on the day several years ago when they tried their first pair of these shoes they formed the "Lastex" yarn habit for life. They like the flexibility, the soft, girdled fit, the utter comfort, the conspicuous absence of fastenings. Each successive year they've marvelled at the advancements and diversity of I. Miller shoes, made with "Lastex" yarn in various applications. First came that famous stretch in suede. Next in "Twill-Tex." Then, for the first time on any foot, in stretchable calfskin and patent leather. And now an I. Magnin customer can find an I. Miller shoe in any silhouette, last, heel height or material that costume or occasion demands—all made with benefit of this modern touch that brings new beauty and comfort to fine footwear. Illustrated are four smart mid-season models, at the I. Magnin stores listed.

I. MAGNIN & CO.
Los Angeles
Wilshire Blvd.
•
San Francisco

THE MIRACLE YARN THAT MAKES THINGS FIT... Lastex
REG. U. S. PAT. OFF.

An elastic yarn manufactured exclusively by United States Rubber Company
1790 Broadway New York City

Most Modern Car in the World!

General Motors' Most Distinctive Car

ONLY OLDSMOBILE OFFERS THE

Hydra-Matic Drive!

Optional at only $57 extra on the Custom 8 Cruiser, and the Olds Seventy and Sixty, as well.

OLDSMOBILE'S magnificent 110 H. P. Custom 8 Cruiser stands in its own right as America's super-luxury car of moderate price. Add Oldsmobile's exclusive Hydra-Matic Drive and you have the *most modern car in the world.* With Hydra-Matic Drive, you have *no gears to shift—no clutch to press.* You get smoother, more dynamic performance and you save on gasoline. Visit your Oldsmobile dealer today and try the one BIG new motoring advance of the year!

OLDSMOBILE "CUSTOM 8 CRUISER"

A GENERAL MOTORS VALUE

SOUTH AMERICAN ARRIVAL . . . PAN-AMERICAN AIRWAYS CLIPPER

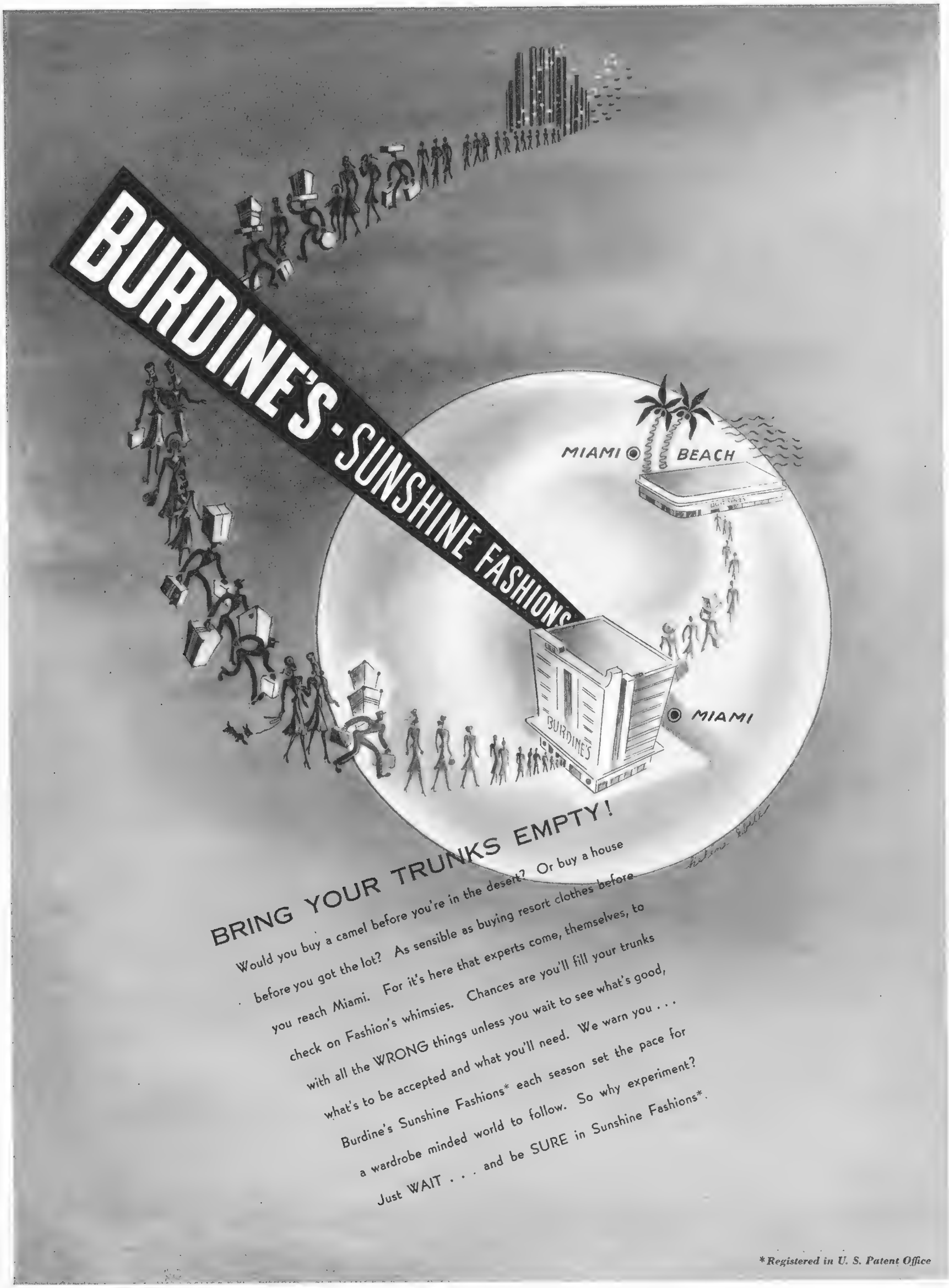
Calendar-Clippers: If Spring seems several wintry months away...it's "June" right now in Rio! With South America only a few days distant... and Florida, California, and whole oceansful of sunny islands merely *hours* away by air...correct Warm Weather Clothes today are an indispensable part of every cosmopolitan wardrobe. Hockanum Flannels, for instance, in soft gray...accented by strong color or flashing white...and other smooth Hockanum Woolens in warm, going-South tones, are already introducing Spring's new suits and coats. The clothes in the picture are beautiful examples...now on sale in good shops throughout the country.

Hockanum Mills, Rockville, Connecticut
Founded 1809

Division of M. T. Stevens & Sons Company
North Andover, Massachusetts

J. P. Stevens & Co., Inc., Selling Agents
Empire State Building, New York, N. Y.

HOCKANUM
Woolens


BURDINE'S · SUNSHINE FASHIONS
MIAMI BEACH
BURDINE'S
MIAMI
BRING YOUR TRUNKS EMPTY!
Would you buy a camel before you're in the desert? Or buy a house before you got the lot? As sensible as buying resort clothes before you reach Miami. For it's here that experts come, themselves, to check on Fashion's whimsies. Chances are you'll fill your trunks with all the WRONG things unless you wait to see what's good, what's to be accepted and what you'll need. We warn you . . . Burdine's Sunshine Fashions* each season set the pace for a wardrobe minded world to follow. So why experiment? Just WAIT . . . and be SURE in Sunshine Fashions*.
*Registered in U. S. Patent Office

Smartest Suits in Southern Waters...
THE NEW JANTZENS
● Down Florida way there's white-hot swim suit news. It's Jantzen! Headlined is WATER-VELVA, an astonishing new fabric, gorgeously rich... SEA RIPPLE, amazing in its all-way stretch... a new VELVA-LURE, soft, radiant, velvety. Styles as sparkling as tropical waters, and colors, flamingo-gay! The miracle Lastex yarn, adroitly knitted-in. Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada.
Jantzen
SWIM SUITS
AND SUN CLOTHES
PREVIEWED AT Burdine's AND OTHER LEADING STORES
MIAMI AND THE BEACH

DOBBS

*Sunshine Fashions**

MIAMIAN $7.50 RESORTER $10 IN FELT, STRAW OR PANAMA

Fashion's gone young and gay on slim, trim lines . . . Dobbs 1940 Miamian and Resorter introduce clean-cut young silhouettes that set you up no end. Bright accent colors . . . lovely pastels and white . . . and, of course, black, brown, navy. Dobbs accurate headsizes.

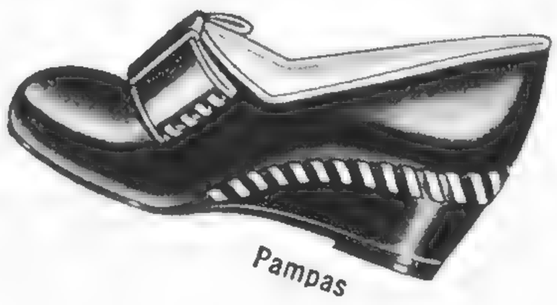
DOBBS NEW YORK'S LEADING HATTERS
Fifth Avenue • Park Avenue at 53rd Street
SOLD IN FINE STORES EVERYWHERE

Burdine's
MIAMI AND THE BEACH
Sunshine Fashions

*Reg.U.S.Pat. Office

*T. M. REG. U. S. PAT. OFF.

Zoom away from Zero!



Escape to the tropic warmth of the world's playland. Forget winter and worry. Make Florida your paradise ... BURDINE'S your rendezvous for Sunshine Fashions and eye-exciting shoes by

Bally OF SWITZERLAND

Our noted footwear salon has the largest resort collection in America of these world-famous shoes.

BURDINE'S SUNSHINE FASHIONS

MIAMI • MIAMI BEACH

BRING YOUR TRUNKS . . . BUT BRING 'EM EMPTY!

Francoat

by Franco

on and off like a coat

with stretch of "Lastex" yarn for fit, comfort and control

Designed for all figure types, *Francoat* is acclaimed the innovation of a corset year. Ingeniously cut and lightly boned to mould and hold you to the small waist, flat diaphragm, rounded hips and high bust of the mode. Front panel in pure silk satin. Back and side panels in *Contour-Lastik*, famous foundation fabric exclusive with *Franco* and always made with "Lastex" yarn. At leading stores everywhere, together with other *Franco Foundations* in *Contour-Lastik*. The stockings in black lace mesh, by Willys of Hollywood, hosiery designer for stage and screen stars, are made with "Lastex" yarn too. When you choose foundations, hosiery or other intimate apparel, give yourself full benefit of The Miracle Yarn that made possible modern stretch technique, doing so much to make your figure a thing of beauty and a joy forever. Ask for it by name.

Lastex REG. U. S. PAT. OFF. . . . THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by United States Rubber Company
1790 Broadway New York City

Prophetics

Trade Mark Reg. U. S. Pat. Off.

#191—Sheer wool 39.95 #196—Sheer wool, crêpe top 39.95

#193—Ribbon taffeta jacket 39.95

"Ersatz" is the German word for phoney—a substitute for the real thing. We can dispense with "ersatz" in this part of the world—for which we're thankful. We can also go a step farther—and present the *inimitable.*

There is no substitute for *Prophetics*—they are a law unto themselves—in ingenuity—personality—character.

CHARLES ARMOUR.

These little Jacket Dresses are *Prophetics for January* —and later when you doff your fur coat, they will cheerfully sing the first note of Spring. Wear them now —wear them later—*but wear them*—if you want to look self-sufficient and smart.

Some quality store, quite near you, shows Prophetics.
We'll name it—if you write us.

IN NEW YORK *at Russeks*
IN AMSTERDAM & THE HAGUE, HOLLAND *at Maison de Bonneterie*
IN LOS ANGELES *at J. W. Robinson*
IN WASHINGTON *at Woodward & Lothrop*
IN KANSAS CITY, WICHITA & TULSA *at Woolf Bros.*
IN DALLAS *at Dreyfuss & Sons*
IN EL PASO *at Popular Dry Goods Co.*
IN ST. LOUIS *at Lockharts*
IN PHILADELPHIA *at B. F. Dewees*
IN MEMPHIS *at Levy's Ladies Toggery*
IN DES MOINES *at Younker Bros.*
IN ATLANTA *at Leon Frohsin*

Charles Armour, Inc.
498 SEVENTH AVENUE • NEW YORK, N. Y.

THE EDITORS OF VOGUE ANNOUNCE A

PHOTOGRAPHIC CONTEST

FOR COLLEGE SENIORS—MEN AND WOMEN

2 Awards of Careers with the Condé Nast Studios
8 Cash Prizes ★ Honourable Mentions

HERE is a chance to turn a hobby into a career! For college seniors who have imagination and a serious interest in photography, Vogue offers its Photographic Contest.

There will be two career prizes—one for men, and one for women—consisting of a six months' apprenticeship, with salary, in the Condé Nast Studios in New York. Both awards carry the possibility of a permanent position in these studios where leading photographers are working today. Both offer an opportunity to acquire the technical and artistic knowledge essential to a career in photography.

In addition to the two career awards, Vogue's Photographic Contest offers 8 cash prizes and Honourable Mentions.

The contest will consist of a series of eight photographic problems to be presented in Vogue beginning February 1. These will cover a wide range of topics, including outdoor and indoor shots, action, still life, etc. Entrants will thus have full scope for demonstrating their particular talents. A typical problem appears on page 100 of this issue. Test yourself on it and see whether you are sufficiently advanced in photography to enter the contest. If you think you are, fill in the application blank below, and take the first step toward a career.

Vogue's PHOTOGRAPHIC CONTEST
420 Lexington Ave., New York City

Please send me the entry blank and questionnaire which I must fill out in order to enter Vogue's Photographic Contest.

NAME_____
(PLEASE PRINT CLEARLY OR TYPE)

ADDRESS_____

_____

V-1-15-40

SENIOR AT_____ COLLEGE OR UNIVERSITY

CONTEST RULES

1. Each entrant must be a member of the graduating class of 1940 in a United States college or university which grants a recognized A.B. or B.S. degree.

2. Each entrant must fill out a questionnaire which may be mailed immediately, or with the answers to the first two problems, not later than February 20th.

3. Vogue's Photographic Contest will consist of a series of 8 problems to be published in Vogue. Problems 1 and 2 will appear in February 1 Vogue; problems 3 and 4 in March 1 Vogue; problems 5 and 6 in April 1 Vogue; problems 7 and 8 in May 1 Vogue.

4. Entries for each set of problems must be mailed on or before the 20th of the month in which the problems appear. You may submit 1 to 3 prints for each problem. Entries received with insufficient postage will not be accepted.

5. The judges of the contest will be the Editors of Vogue. Their decision will be final.

6. Prizes of 6 months' positions, with salary, on Vogue's photographic staff will be awarded to the two winners. In addition to the two career awards—one for men, one for women, cash prizes and honourable mentions will be awarded for the best photographs on each problem.

7. The winners of Vogue's Photographic Contest will be announced on or about June 15, 1940, and will join Vogue's New York studio for a period of at least six months. Upon satisfactory completion of the period of apprenticeship, winners will be eligible for a permanent position with Vogue.

ANTON BRUEHL

COPR. 1940, AMERICAN VISCOSE CORPORATION

Crown Tested Rayon Fabrics

Five-way wardrobe for your flight south. In Crown Tested Rayon confetti-dot crepe and Crown Tested Spun Rayon and cotton suiting. As seen at Bonwit Teller, New York; Marshall Field & Co., Chicago; Neiman-Marcus, Dallas; Bullock's Wilshire, Los Angeles; Ransohoffs, San Francisco; and other fine stores.

THE FIRST NAME IN RAYON...THE FIRST IN TESTED QUALITY!

American Viscose Corporation
200 Madison Avenue, New York City
World's Largest Producer of Rayon Yarn

Fashions in Lips
Swiftly the fashion color tide rises, each season bringing its own subtle changes . . . Always, on smart lips as on smart fingertips, Revlon color is fashion-right, in key with costume and with face. REVLON LIPS are lively in lustre . . . vibrant with fresh, luminous, youthful color. Lip outline is smooth, clear and clean . . . as fascinating after the coffee as before the *apéritif*. The new Revlon Lipstick is making beauty-fashion history . . . already is on a par in importance with its color-affinity, Revlon Cream Nail Enamel. Revlon Lipstick, $1.00.
Revlon

Revlon
Fashions in fingertips
Pick up a tea-cup . . . light a cigarette . . . draw on a glove. Your slightest gesture delights the eye . . . is glamourous . . . with fingertips accented vitally, fashionably by Revlon Nail Enamel. REVLON NAILS have *constant* elegance because Revlon Nail Enamel wears so *much* longer . . . has the *attractive endurance* that always identifies *quality*. REVLON NAILS are *most* likely to be streamlined . . . long, strong, flexible. REVLON NAILS are bound to be fashion-right . . . in color key with costume and with lips that know the flattery of Revlon Lipstick.

What's she got you haven't got?

MAYBE IT'S HER BUICK LIMITED, LADY!

Now, this isn't one of those How-to-be-a-Social-Success-Overnight ads—
nor would we want to imply that the LIMITED, which does
many, many things and all of them well,
will Make Your Life Over or even teach you
How to Hold a Husband...

But it's worth noting—and you can check this yourself, please—
that the fortunate lady who drives this lordly car
seems to get a lot of fun out of its gorgeous size—
arrives at parties unruffled by driving struggles—
always has room to carry the extra people—
and zips about her daily errands
with a special verve and dash.

VALUE NOTE ♪ Let your bargain instincts assert themselves—Limited owners *insist* its equal is not to be found within $1,000 of its price!

So possibly you'd better have friend husband run out and
look into the Limited's giant 141-horsepower engine
that's smoother than your wrist watch—
and inquire into such things as
coil springs on all wheels,
torque-tube drive,
and lather-soft Foamtex seat cushions.

As for you, all you'll need do
is try the light-and-easy wheel,
look at its rich appointments,
see the fine upholstery fabrics
you may choose from—

And you'll be as happy
about the LIMITED idea
as a schoolgirl
with her first orchid!

"Best-buy's Buick!"

EXEMPLAR OF GENERAL MOTORS VALUE

D—Fitted plaid tweed in blue and gold, green and red, pink and gray, French blue and red. $29.95

E—Costume suit—checked bolero in danger red. White top and navy blue BOTANY skirt. $39.95

F—Youthful swagger coat in LORTON tweed with deep sailor collar of Lynx dyed Fox. $69.95

G—Two-piece suit in Lorton tweed with grosgrain ribbon trim and 8 gored skirt. Brown and natural, navy and natural, gold and black. $29.95

Herald of Fashion

Reg. U. S. Pat. Off.

SALUTES THE SEASON OF ROMANCE!

H—Costume of BOTANY sheer wool dress with full-length tuxedo tweed coat, faced to match the dress. Beige and green, blue and luggage. $49.95

DUCHESS and EARL-GLO linings used in all garments

and thanks to ETTA GAYNES —you'll find your young and matchless mood interpreted in these Herald of Fashion styles.

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Alton, Ill.....Vogue
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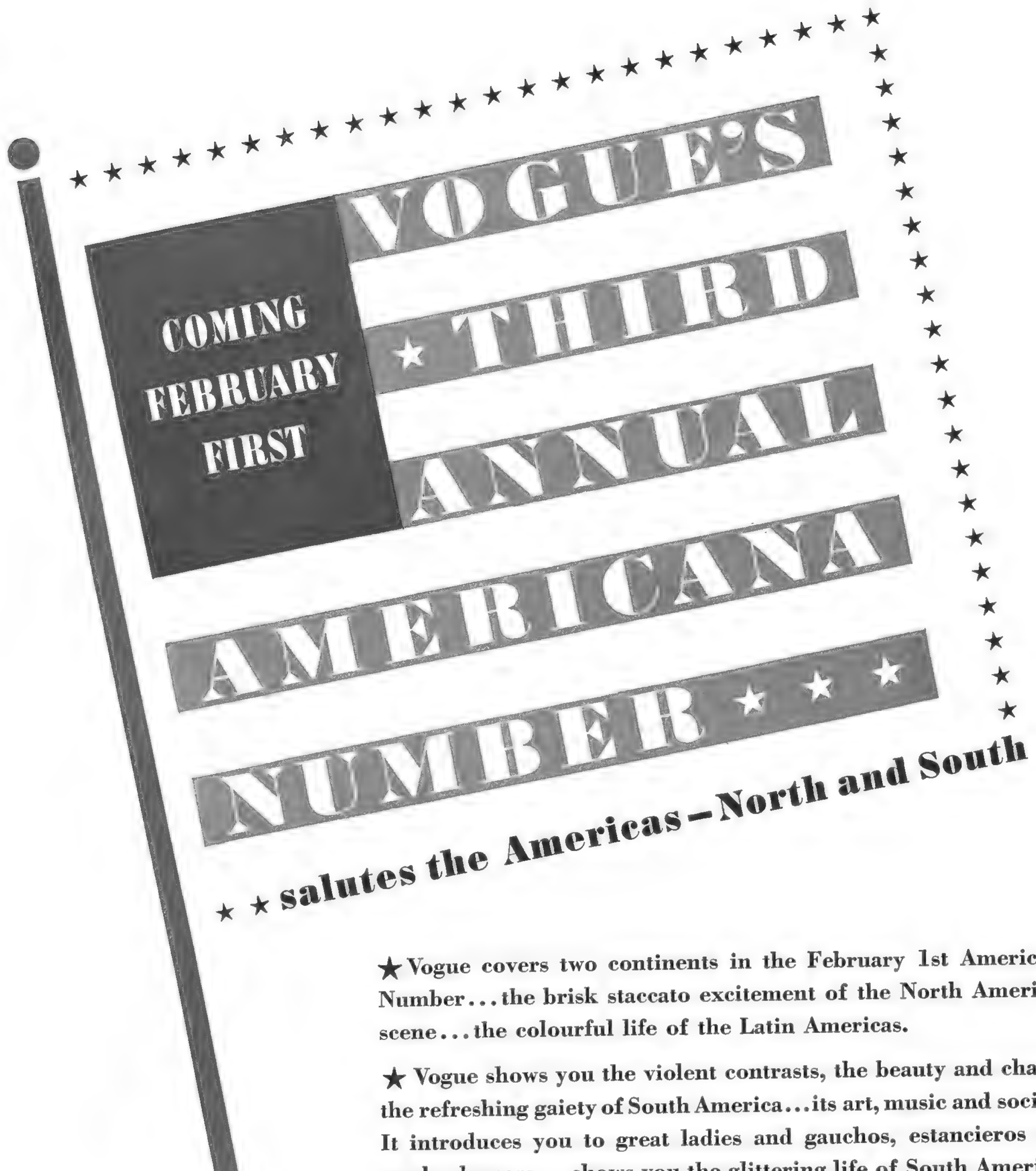

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★ Vogue shows you the violent contrasts, the beauty and charm, the refreshing gaiety of South America... its art, music and society. It introduces you to great ladies and gauchos, estancieros and samba dancers... shows you the glittering life of South American capitals... takes you to parties where orchids fresh from the jungle are pinned to gowns fresh from Paris!

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A grandmother, she can outdistance younger women in appearance and activity. Yet without a Camp Support she would soon slump into bad habits of posture. It helps her to maintain her poise.

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THE STORY OF TERRY TOWELS is Cannon Mills' booklet, full of valuable information on how to buy towels. CANNON MILLS, DEPT. V, 70 WORTH STREET, NEW YORK, NEW YORK.

RECIPE BOOKLETS. A new Myers's Jamaica Rum recipe booklet includes hot rum punch and eggnog. This little book will prove valuable in planning all kinds of parties. R. U. DELAPENHA & CO., DEPT. J 4, 57 LAIGHT STREET, NEW YORK, NEW YORK.

Wardrobe

PEARLS OF GREAT PRICE for Every Purse is the title of a fascinating booklet on Heller Certified Cultured Pearls. For your copy, write L. HELLER & SON, DEPT. V, 8 WEST 30 STREET, NEW YORK, NEW YORK.

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VOGUE'S SCHOOL DIRECTORY—a brand new edition of the directory includes a list of pointers for parents on choosing the right schools for their children. There is a helpful listing of private schools for boys and girls, and vocational schools for adults. For your copy, write VOGUE'S SCHOOL BUREAU, DEPT. 1, 420 LEXINGTON AVENUE, NEW YORK, NEW YORK.

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Travel

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ATLANTIC CITY—a new brochure tells you all about the diversions at Atlantic City—varied activities to meet the tastes of all visitors. ROOM 506, CONVENTION HALL, ATLANTIC CITY, NEW JERSEY.

VISIT JAPAN—a charming booklet on Japan describes the numerous resorts, the arts and crafts of the country and her ancient customs. JAPAN TOURIST BUREAU, DEPARTMENT V, 551 FIFTH AVENUE, NEW YORK, NEW YORK.

ENCHANTING HAVANA—Hotel Nacional de Cuba has an attractive new booklet describing this beautiful and historic country. The hotel, its accommodations and sports facilities, is also described. HOTEL NACIONAL DE CUBA, DEPT. V, 17 EAST 42 STREET, NEW YORK CITY.

SOUTH AMERICAN CRUISES on the ships of the new Good Neighbor Fleet are described in a charming new folder. Itineraries of the 38-day cruises, deck plans and rates are given. MOORE-MCCORMACK LINES, DEPT. V, 5 BROADWAY, NEW YORK CITY.

BEAUTY OF HAWAII is a charming booklet full of colour illustrations of these beautiful islands. HAWAII TOURIST BUREAU, DEPT. V, 221 MARKET STREET, SAN FRANCISCO, CALIFORNIA.

THE DESERT INN is the subject of an attractive new folder filled with photographs of the Inn and the country surrounding Palm Springs. DESERT INN, SUITE 12, PALM SPRINGS, CALIFORNIA.

CRUISE TO THE CARIBBEAN and West Indies on the Great White Fleet ships. Details of the cruises are given in a new booklet filled with many, many photographs. UNITED FRUIT COMPANY, DEPT. V, 632 FIFTH AVENUE, NEW YORK, NEW YORK.

EL MIRADOR hotel and bungalows are pictured in a new booklet that will tell you much about Palm Springs and show you many photographs of the lovely scenery. EL MIRADOR HOTEL, DEPT. V, PALM SPRINGS, CALIFORNIA.

KEY TO HAVANA gives you a brief survey of historical facts to make your trip to Cuba more interesting. It has been prepared by El Encanto, Havana's famous store. For your copy, write EL ENCANTO, DEPT. V, HAVANA, CUBA.

MIAMI BEACH invites you South via their colourful new booklet that is literally over-flowing with pictures of things to do and places to see. MIAMI BEACH CHAMBER OF COMMERCE, DEPT. 10, MIAMI BEACH, FLORIDA.

Where Skiing's Smart...

the classic American name in ski wear is "WHITE STAG." Skier-Stylists give WHITE STAGS the flattery of faultless tailoring... plus complete ski-worthiness.

Otto Lang Gabardine "Criss Cross" Jacket—*Slate Grey* $16.50

Otto Lang Gabardine "Streamstyled" Downhill Trousers—"Boot-Grip" Bottom—*Slate Grey* $13.50

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Ski Togs

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White Stag Ski Togs Division
Portland, Oregon

HERE'S THE RUM

THAT RADIATES

FESTIVE CHEER

You couldn't find a more *seasonable* drink than MYERS'S RUM—famous for winter night punches and party eggnoggs.

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"Planters' Punch" Brand

100% FINE OLD JAMAICA

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THE AUTHENTIC RECIPES

For free booklet of over 80 delicious rum recipes, direct from Jamaica, write to

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Dept. J1, 57 Laight St., New York

THE GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

RESTAURANTS—dining

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

THE MARGUERY—RESTAURANT FRANÇAIS 270 Park Ave.—WI. 2-8494. Famous for the real Filet of Sole Marguery and hot hors d'œuvres. Parisian Specialties every day. Lunch—Dinner—Cocktail Hour.

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1 and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1—Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

KENTUCKY SERVES A MEAL
Featuring Kentucky Mint Juleps.
Luncheon from 75c—Dinner from $1.00 to $1.50
Elizabeth D. Reynolds, Inc., 15 East 48th St.

MIYAKO—JAPANESE CUISINE, 340 W. 58th St. COlumbus 5-0577. Famous original Sukiyaki—cooked right on your table. Tempra Cuisine. Excellent luncheon & dinner. Open 12 to 11 P.M.

CHAMBORD—803 Third Avenue, N. Y. (EL 5-7180). French Cuisine for the gourmet. Novel kitchen behind glass. Cellar for "Connaisseurs". Lunch from $1.00. Dinner from $2.00. Air conditioned. Closed Sundays.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Janet entertains. Visit our bar. Closed Sundays. COlumbus 5-8717.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

WHITE TURKEY TOWN HOUSE. Superb food in a charming, early American atmosphere. Luncheons from 95c. Cocktails. Dinners from $1.25. Sundays; Brunch $1.00, Dinner from $1.50. One University Place, on historic Washington Square, N. Y. C.

BARBOUR
1 West 52nd Street at Fifth Avenue.
Special three course luncheon $.60, served 11:45 to 3. Four course dinner $1. Soundproofed. Bar and Grill.

LA CRÉMAILLÈRE
Formerly on the Roof 30 Central Pk. S., now 24 E. 62nd. Cocktail lounge. Cuisine and Cellar of reputation. Lunch from $1. Dinner from $1.75. RH. 4-9671.

KUNGSHOLM, 142 E. 55 St.
Prix Fixe Luncheon 75c. Dinner de luxe from $1.25, including Smörgåsbord. Cocktail Bar & lounge. Music by Muzak. Swedish specialties. EL. 5-8183.

4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

THEODORE'S RESTAURANT, 4 East 56th Street. PLaza 3-6426. One of New York's outstanding restaurants. Luncheon $1.25. Cocktails, Dinner $2. Closed Sundays. Le Ruban Bleu open 11 P.M. to 4 A.M.

PORTOROSE—10 East 52nd St.
Famous continental cuisine, intimate atmosphere. Luncheon $1.00. Dinner $2.00. Also à la carte. All game in season. ELdorado 5-9144.

SWEDISH RATHSKELLER
201 East 52nd (EL 5-9165.) Outstanding Swedish Cuisine. Smörgåsbord. Luncheon 60c, 75c, $1. Dinner $1.25 and à la carte. Selected Wines & Liquors.

CAFE ST. DENIS—11 East 53rd Street. EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte.

Are you one of those people who, when asked "Where do you want to go for dinner?", settles effortlessly into a groove, like a Victrola needle? Is your reply as reflexive as a French verb? Have you been snared into the delusion that sticking by one restaurant, come what may, is the sign of a strong personality? From our itinerant point of view, being in a restaurant rut is just as bad—if not worse—than being in a food rut, and we say "Fie!" to you.

Are you one of those people who, when asked "Where do you want to go for dinner?", hasn't an idea in the world? Does your dinner partner always draw a blank? Do you imagine that you are being sweet and agreeable, and altogether feminine, and that acquiescence to your interrogator's suggestions (if he or she has any) is Rule Number 1 of any technique? How wrong you are! We go philosophical for a moment to state that, no matter what the situation in life, the worst thing you can possibly do is to be caught *sans* an idea. Have some sort of contribution, even if you only succeed in putting your foot into something or other. If you haven't any ideas *re* restaurants, we deplore you.

Are you one of those people who, when asked "Where do you want to go for dinner?", has a lot of vague ideas about some new places you've heard of, but that's about all? You can't remember the name, or where it is, or if there is dancing. In fact, rack your brain as you will, all that you can remember, now that the psychological moment to produce a brilliant suggestion has arrived, is that you heard somebody mention the fact that they'd found a good new place to dine, and you simply *must* go there sometime. That's not very helpful either, and we keep our fingers crossed for you.

Are you one of those people who, when asked "Where do you want to go for dinner?", hauls out Vogue's Gourmet's Guide, and lets it help you with the decision? We hope so—and we applaud you.

RESTAURANTS—dining

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix Fixe from $1.50, also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

ROCKEFELLER PLAZA RESTAURANT, 32 West 50th. Smart but informal. Plaza Room: Club breakfast 60c. Luncheon from 75c. Dinner from $1.00 Old New York Room: Luncheon from 75c. Dinner from $1.00. Cocktail Lounge: Cocktails from 25c.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apts.—off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from $1.00. Also à la carte.

CAFE LOUIS XIV. 15 West 49th, Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix Fixe Luncheon $1.50. Pre-Theatre Dinner $2.00. Also à la carte. Wm. Adler and his Violin.

CLICHY—134 East 61st Street
New French Restaurant
Specialty—Frogs' Legs and Crêpes Suzette
Luncheon—Dinner—Supper

BOARS HEAD, Lexington Ave. at 47th St.
A fine English Chop House serving all Game in season
Imported Ales, Beers and Wines
Luncheon from 60c — Dinner from $1.25

RESTAURANTS—dancing

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

LARUE—45 East 58th Street. VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park South. Dinner and supper dancing in the Cafe de la Paix, featuring 'Round the World Bar and Sidewalk Café. The home of the famous Rumpelmayer's.

THE WHIRLING TOP—3 E. 52 St. Rendezvous for Connoisseurs of excellent cuisine, wine & liquor. Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL. 5-8051.

GAME COCK, 14 E. 44th St.
Jack Stutz will make you feel right at home. Superb food. Excellent wines, liquors. Luncheon, cocktail hour, dinner. Informal dancing from 6.

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Nicholas D'Amico & Orch., Panchito & his Rhumba.

LOUNGE BAR

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Continuous Dancing. Should be on your "must" list.

LONG ISLAND

ROUND HILL RESTAURANT. Séjour des Gourmets, So. Huntington. Cuisine Française. Dining al fresco. Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

NEW JERSEY

HANS CHRISTIAN ANDERSEN, Paramus. 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Dutch Oven Chicken & Cape Cod Pecan Pie. Closed Mondays except holidays.

Beautiful *Distinctive*

EVERY TOWLE pattern is beautiful. Every TOWLE pattern is distinctive. Every TOWLE pattern reflects the skill of the true craftsman . . . skill accumulated during two centuries and a half of silversmithing in Newburyport. Choose a TOWLE pattern and you will always be proud of your sterling . . . proud that it is authentic, well made, well finished, and always in good taste. . . . And last, but important, TOWLE patterns are surprisingly inexpensive.

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NEW BOOK FOR BRIDES — "*How to Plan Your Wedding and Your Silver.*" Twenty-four fascinating pages. Very practical and a priceless record.
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Please send free folders on _____ patterns.
I enclose 10 cents for new book.
Name and Address _____

A DIRECTORY OF FINE HOTELS & RESORTS

VOGUE'S TRAVELOG

HITHER AND YON. So many interesting events are planned for the month of January that we felt it would be fruitless to try and tell you a little bit about a great many of them so we are restricting ourselves to a calendar. There is certainly a varied selection here and among all of these events you should find something which will interest you.

SPORTS CALENDAR:

January 12th—Ladies' Slalom Ski Races, novice and expert classes at Lake Arrowhead, California.

January 20th—Horse Racing at Santa Anita, California. 3-year old fillies, 7 furlongs. Santa Susana Stakes.

January 21st—Four-man bob sled trophy race at the Olympic Bob Run, Lake Placid, New York.

January 27th-28th—Regional Interscholastic Jumping and cross country tryouts for Eastern Championships, Franconia, New Hampshire.

January 28th—Province of Quebec Ski Championships. Laurentian Zone Cross Country starting at Domaine d'Esterel, Ste. Marguerite, Quebec.

ARIZONA

Castle Hot Springs

Castle Hot Springs. Distinctive winter resort. No dust. Excellent horses. Swimming. Sun bathing. Tennis. Golf. Amer. Plan. Walter Rounsevel, Mgr.

Chandler

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground. 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

Phoenix

Hotel Westward Ho. Premier hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

Tucson

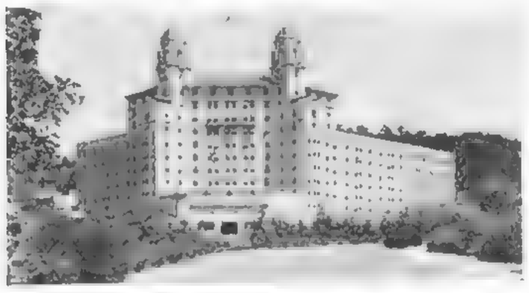
Arizona Inn. Arizona's foremost resort hotel. Charming garden rooms all with Sun Terrace. Swimming Pool. Tennis. Riding. Sunshine. M. Bennett, Mgr.

Pioneer Hotel. Southern Arizona's finest, 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel, 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo, Golf. Nick Hall, Mgr.

ARKANSAS

Hot Springs National Park



ARLINGTON HOTEL AND BATHS

One of the South's finest resort hotels: exceptional Bath House facilities. Curative hot waters owned and recommended by U. S. Gov't for arthritis, high blood pressure, heart ailments, etc. 3 Golf courses, riding horses, forest trails, pine-laden air, genial climate. Excellent cuisine. Social calendar. For folder, tariffs and reservations, address W. E. Chester, President and General Manager.

CALIFORNIA

La Jolla

Casa De Manana. Distinctive Resort near San Diego on cool shores of the Pacific. American & European plans. Table d'Hôte dining room service.

Ojai

Ojai Valley Country Club. Golf, horseback riding, all outdoor sports. Peaceful and secluded. Climate unexcelled. Write for reservations and booklet.

Riverside

Mission Inn. California's historic hotel. In lovely Riverside. Art treasures. All sports. American or European plan. Rooms $3.50—up. Write for folder.

Santa Monica

Miramar Hotel. Mid beautiful gardens, atop the Palisades on the Pacific. Hotel rooms, bungalows and apartments with hotel service. A. or E. plan.

DISTRICT OF COLUMBIA

Washington

The Lee House. 15th and L Sts., N.W. 4 blks. to White House, 2 blks. to Nat. Geo. Bldg. 250 rms. with bath from $3 single, $4.50 double. K. W. Baker, Mgr.

FLORIDA

Clearwater

Fort Harrison Hotel. Overlooking Clearwater Bay and Gulf of Mexico. Golf, bathing, fishing. Amer. or Eur. plan. 253 rooms, moderate rates. L. G. Davis, Mgr.

Daytona Beach

Daytona Terrace. Hotel rooms and service housekeeping apartments. Fireproof. Spacious gardens and orange grove. Convenient location. Moderate tariff. Booklet.

Princess Issena, The Inn and Cottages. A delightful hotel in a perfect setting catering to a selected clientele. Now open. Henry W. Haynes, Prop.

Dunedin

Hotel Fenway. One of the West Coast's finest resorts. Beautiful tropical setting. All sports. C. Townsend Scanlon, General Manager.

Jacksonville

Hotel Windsor. Heart of city facing beautiful Hemming Park. Large rms.; unique parlors; terrace dining room; wide porches. Lobby entrance to garage.

Marineland

Marine Studios, world's only oceanarium, presents mysterious undersea life, viewed through 200 portholes. On Ocean Blvd., south of St. Augustine.

Miami

The McAllister. Downtown Miami, facing beautiful Bayfront Park and Biscayne Bay. 550 rooms with bath and shower. Leonard K. Thomson, Manager.

Miami Beach

The Flamingo. All that is best in Resort Life at uniformly fair rates. Gorgeous tropical setting. Restricted clientele. Bungalows. C. S. Krom, Mgr.

Hotel Good. Enjoy a gracious, homelike atmosphere in the exclusive, north shore district. Private beach, restricted clientele. Fred S. Rossner, Mgr.

FLORIDA

Orlando

Hotel Wyoming. Restful, tropical setting. Every service and convenience. Close to shops, entertainment, sports. American plan. C. DeWitt Miller, Mgr.

Palatka

RAVINE GARDENS

One of the world's great beauty spots. Sheer ravine walls ablaze with floral loveliness. Over 105,000 azaleas and a host of other tropical plants. 85 acres superbly landscaped. Roads, bridges, footpaths make every part accessible. On U. S. Route 17 easily reached from any part of Florida. Memorable highspot of your vacation trip.

Palm Beach

Palm Beach Hotel. An exclusive hotel offering superlative service, finest cuisine, luxurious atmosphere. Am. & Eur. Plan. All sports. Booklet. J. J. Farrell, Mgr.

St. Petersburg

The Huntington. A Resort Hotel of Merit, in beautiful and exclusive surroundings. Open Nov. to May. Eur. and Amer. Plan. Booklet. Paul Barnes, Mgr.

Jungle Hotel. Country Club atmosphere. Golf at the door. Riding, Fishing, Tennis. Famed for food, service and fair rates. John F. Hynes, Mgr.

The Princess Martha—St. Petersburg's largest and best located downtown hotel. Every modern comfort. European. Dining room. Booklet. A. L. Manning.

Soreno Hotel. On Tampa Bay. Modern, fireproof. 310 rooms each with bath. Finest service and cuisine. American plan. Every sport attraction. Booklet.

Sunset Hotel. On Boca Ciega Bay. Quiet, refined, restful, yet close to all activity. 70 rooms, each with bath. Amer. plan. Moderate rates. L. A. Thorp, Mgr.

Suwannee Hotel. Close to everything of interest. 205 rooms, each with tub and shower bath. European plan. Dining room. Paul Brown, Manager.

Vinoy Park Hotel. On Glorious Tampa Bay. 375 Rooms, all with Bath. Every recreational feature. Booklet. Clement Kennedy, Managing Director.

Sebring

Harder Hall. "On the Ridge." No humidity. 6500-yd. golf course. Steam heat. 150 rooms and baths. Select clientele. Folder H. Eltinge Bros.—Mgrs.

Winter Haven

Florence Villa. Lake region. Private golf course. Concert trio; 125 rooms with bath; steam heat. Restricted. Am. Plan. Single $8.; dbl. $14. day up.

GEORGIA

Sea Island

THE CLOISTER

Golf, ride, shoot skeet, swim. Try every sport with new zest. Revel or rest in tonic sea air, with your appetite tempted, your whims anticipated in the distinctive setting at The Cloister. Come by motor, rail, boat, plane. Early season rates to Feb. Offices: New York, 630 Fifth Ave., Circle 5-8055. Chicago, Bd. of Trade Bldg., Harrison 6655. Montreal, Bell Tel. Bldg., Marquette 1186.

Thomasville

Three Toms Inn. A charming winter resort hotel; splendid golf, swimming pool, riding, hunting. Ideal climate. Booklet. Direction of Geo. C. Krewson, Jr.

MARYLAND

Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at $3.50.

MASSACHUSETTS

Boston

THE SOMERSET

Enjoy the full flavor of your trip to Boston by staying at this distinguished hotel, admirably located on Commonwealth Ave., in the loveliest part of Back Bay. Luxurious, spacious rooms from $4 single, $6 double. Suites, $8 up. The Somerset is the home of the Balinese Room, Boston's smartest, gayest rendezvous. On your next Boston visit—stay at the Somerset.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

Miramar Hotel. Established clientele. Women Creole cooks. All land and sea sports. Faces beautiful Mexican Gulf. Fun and frolic in healthful sunshine.

MISSOURI

Kansas City

Riviera-Locarno Apt. Hotels, 229-235 Ward Parkway. "For fine living." Beauty & charm. Permanent guests. Furn. & unfurn. 3 to 7 rooms. 2 & 3 baths.

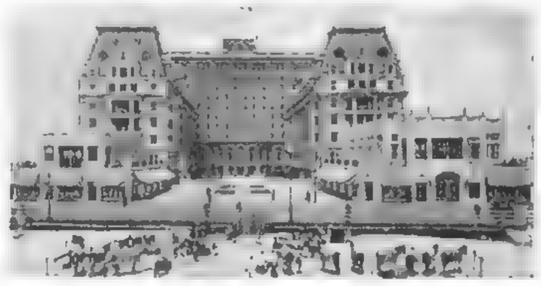
NEW JERSEY

Atlantic City

CHALFONTE-HADDON HALL

The central, Boardwalk location of these hotels gives you a vantage point for enjoying the seashore. Near shops, theaters, piers. Riding on the beach. Skating. Varied attractions indoors to fill the days with fun and rest. Large, cheerful rooms. Squash. Badminton. Health baths. Concerts. Dances. The Derbyshire Lounge. Superb food. American, European Plans.

Atlantic City



HOTEL DENNIS

Where winter is one long holiday of tonic sun and mild ocean climate . . . with two great birthdays, Lincoln's and Washington's, to augment the gaiety of a favorite season at a famous hotel. Warm sun decks and solaria . . . sea water and health baths . . . delicious cuisine. Bridle beaches, golf, cycling. American & European Plans. Walter J. Buzby, Inc.

Atlantic City

Marlborough-Blenheim. Central Boardwalk, overlooking ocean and city park. 38 years' ownership management. Josiah White & Sons Co.

NEW YORK

New York City

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from $2.50 daily. Weekly rates on application.

American Woman's Club, 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from $3; double from $5.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3 single. Continental breakfast included. Booklet "VM".

The Beekman, Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

Beekman Tower—49th St. Overlooking East River. Smart East Side. 400 outside rooms. Short walk to shops, theatres, business. $2.50 Daily. Booklet "V".

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

New York City

THE PLAZA

Year after year of its memorable existence the Plaza, facing Central Park, has maintained its position as New York's leading hotel, attracting guests of prominence from all parts of the world. Smart shops and theatres nearby. Subway station at hotel. Henry A. Rost, President and General Manager.

NEW YORK

New York City

George Washington, 23rd St. & Lexington Ave. All rooms with bath, from $2.50 single, $3.50 double. Write for Booklet VO and Supervue Map of New York.

NORTH CAROLINA

Greensboro

Sedgefield Inn. Restful, modern, adjoins famous golf course. Riding, Tennis, etc. Excellent Food. American Plan. Folder. Louis D. Miller, Manager.

Tryon

Oak Hall Hotel and Lake Lanier. In famed Thermal Belt of Blue Ridge Mountains. Matchless winter climate. Hunting, riding, golf, etc. Modern.

PENNSYLVANIA

Philadelphia

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at $3.85. Claude H. Bennett, General Manager.

SOUTH CAROLINA

Summerville

The Carolina Inn and Cottages. Rest or recreation among the pines. Golf—18 holes—grass greens. Riding, hunting, skeet. Moore Ownership Management.

TEXAS

Hunt

Waldemar Ranch—in Guadalupe Mtns. 85 mi. W. San Antonio. Riding, golf, tennis. Fine food, relaxation. Season Dec.-March. Restricted Clientele. Bklt.

San Antonio

Gallagher Ranch. Vast, historic cattle ranch open year 'round. Ride, rest, recreate. Excellent food. Completely modern. Central heating. Telephone.

The St. Anthony. World's largest year-around air conditioned hotel. Luxurious and beautifully appointed. Nationally famous chef. Paul McSween, President.

VIRGINIA

Virginia Beach

Cavalier Hotel and Country Club. Open all year. 2 golf courses, tennis, riding, fishing, heated indoor pool. Roland Eaton, Mg. Dir. Write for Booklet W.

WINTER SPORTS

Places to go and places to stay—Listed below for your convenience.

NEW HAMPSHIRE

Hanover

The Hanover Inn at Dartmouth College. Open all year. Winter sports booklet. Ford & Peggy Sayre, Mgrs. Robt. F. Warner, N. Y. Rep., Tel. BR 9-6348.

CANADA

Québec

SKI AT LAC BEAUPORT!

Snow's Right! Sun's Bright! A Ski Week at the famous Chateau Frontenac, including room, meals and guest membership in the Ski-Hawk Club costs only $7 per day. Ski lessons from the Frontenac Ski-Hawk School, Lac Beauport. Special Rates over Lincoln's and Washington's Birthdays. Canada welcomes U. S. citizens. No passports. Write Chateau Frontenac, Québec.

Quebec—Ste. Adele

The Chantecler—Modern resort hotel—winter sports—ski tow—Hill "80" adjacent. All conveniences and tasteful appointments. Booklet and rates on request.

Quebec—Ste. Agathe Des Monts

Laurentide Inn—Ultra modern hotel. 120 miles marked trails—ski school—3 tows and practice slopes. Fine accommodations. Literature and rates on request.

Quebec—St. Jovite

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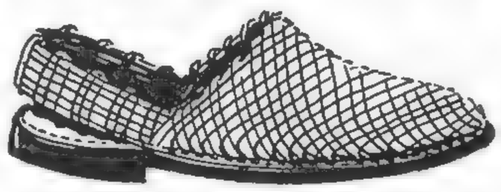

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VOGUE COVERS

The Ballet Theatre

The balletomane's hope for the perpetuation of ballet in America is in rehearsal as we write this. Apparently, the problem of persuading the lions and lambs of European ballet to gambol peacefully together has been accomplished. Alexander Kahn, the impresario, with Richard Pleasant, conceived the idea of creating a ballet theatre in America, and found so many dancers and choreographers of talent available that they had to be listed alphabetically instead of in the usual artistic caste fashion.

Milhaud's "Creation of the World" is scheduled with a Negro cast, and the choreographer is Agnes de Mille. Other choreographers and dancers include the justly famous Yurek Shabelevski, Adolph Bolm, Fokine, Mordkin, Dolin, Tudor, Loring, Gavrilov, and Nijinski's sister, Bronislava Nijinska.

A complete repertory of ballet is in rehearsal, from "*La Fille Mal Gardée*," the earliest ballet that is still performed, to "American Goof," that precious Peer Gynt of Saroyan. "Peter and the Wolf," the new ballet to the Prokofieff music, will be done on a lavish scale.

The Clichy

It is good news for every one when a restaurant with the background of the Clichy opens its doors and bows you in. Down-stairs, the bar is intimate and pleasantly quiet, creating the proper atmosphere for scintillating conversation of your own —and the cocktails are generous and well-mixed. We like our Martinis forty-sixty, and the Clichy bartender agrees with us.

Up-stairs, the room is lined with banquettes where two can sit in comfort, and there is nothing the head waiter, Dino, likes so much as being told, "You arrange the dinner." It is pleasantly safe to do that at Clichy, as the à la carte dinner is very little more than the usual prix-fixe dinner, and the chef likes using his imagination.

There is a collection of wines in the Clichy cellar at 134 East Sixty-First Street that would delight the heart of a connoisseur...we aren't, but our hearts were delighted.

Mussolini wrote "si"

The collection of Italian Renaissance paintings, which were brought to San Francisco by Dr. Walter Heil and which have recently been at the Art Institute of Chicago, will be at The Museum of Modern Art, from late in January to sometime in March. There has never been, in the history of our country, paintings of this quality and importance shown in a single gallery.

Outstanding in a collection of which all are outstanding is Botticelli's "Birth of Venus," done for Giuliano de' Medici, whose famous mistress, La Simonetta, was the model. This painting has been taken from the Uffizi for the first time in its glamorous history. There are also Raphael's "Madonna of the Chair," one of his eight great masterpieces; Titian's "Portrait of Paul the Third," often described as the most mysterious, majestic, and distinguished of the world's portraits. There are also Verrocchio's almost life-size statue, "David," and Michelangelo's circular disk, "The Madonna with the Infant and the Child, Saint John."

Dr. Heil took his suggestions for the loan of the paintings in written form to Rome where he hoped to see Mussolini and gain his approval. He was unable to see him, but one day he came to his desk and found a scrawled "*si*" across his written request and, with that acquiescence, brought the great collection to America.

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"Johnny Seesaw's"

When it's ski time in New England, you might well turn the hood of your long black motor toward Peru, Vermont—and why Peru in Vermont, we have always wanted to ask? Whatever the original reason, there is a splendid ultimate reason, which is the inn called Johnny Seesaw, and which is run by two charming young people, William and Mary Parrish.

There is a cook, Phil Zullo, who makes ski muscles while you wait —and it takes good food for that. The inn is run American plan, with men's

THE TOWN

barracks, girls' dormitories, an annex which has two rooms with a connecting bath, and rooms in the main building that have double-decker beds to house either two or four. There are classes in skiing mornings and afternoons, with a ski instructor who takes the *Sitzmark* out of snow-plow before you can say Johnny Seesaw three times.

The skiing season, optimism discounted, lasts usually from the middle of December until the middle of April. However, if you have made a reservation and there's no snow, you will receive a wire from the inn telling you so. When the skiing day is over (and that is up to you, as skiing in the moonlight is glorious, we're told), there's plenty of fun to be had before the log fire, or dancing Viennese waltzes.

By the way, you should make your reservations reasonably far ahead.

A man's choice

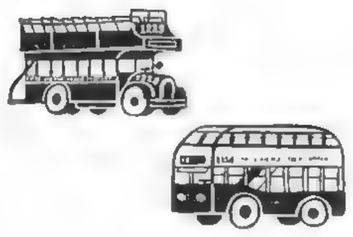
Perhaps it is the name, perhaps it is the simple, pleasant decoration, perhaps it is the menu that reads like a man's answer to "What shall we have for luncheon?" Whatever it is The Game Cock, at 14 East Forty-Fourth Street, seems to be a business man's luncheon choice.

The menu has a fine list of game, as well as suitable wines of special vintage, for each dish. We were especially taken with the curried dishes, which were not too highly seasoned and in which the various accompaniments of a curry were served with an extravagant hand. It's a man's luncheon choice, and the ladies love it.

A strong, helping hand!

Encouraged by this promise, we found ourselves ice-skating out-of-doors at Rockefeller Plaza. The breeze in our faces, although not provided by Mr. Rockefeller, was fresh as country air. The ice, provided by Mr. Rockefeller, was as sturdy and smooth as though it were not artificial. The ice area has been doubled, which means more fun for everybody—even the thousands who watch from the sidewalks above. There is music, if you wish to waltz or tango on skates. Promenade restaurants adjoin the rink, and you may walk right in on your skates, an old Swiss custom.

The hours for skating are: mornings, from 10:30 to 12:30; afternoons, from 1:30 to 4:30, and 5:30 to 7:30; evenings, from 8:30 to 11. There is plain instruction at about $1 per half-hour, and figure-skating instruction from about $3 per half-hour. Admission to the ice is around ninety cents a session, with books of ten tickets, for just under $8. You can rent skates attached to shoes if the whole thing is just a sudden inspiration, and you have left your skates at home in the attic.



Town gossip

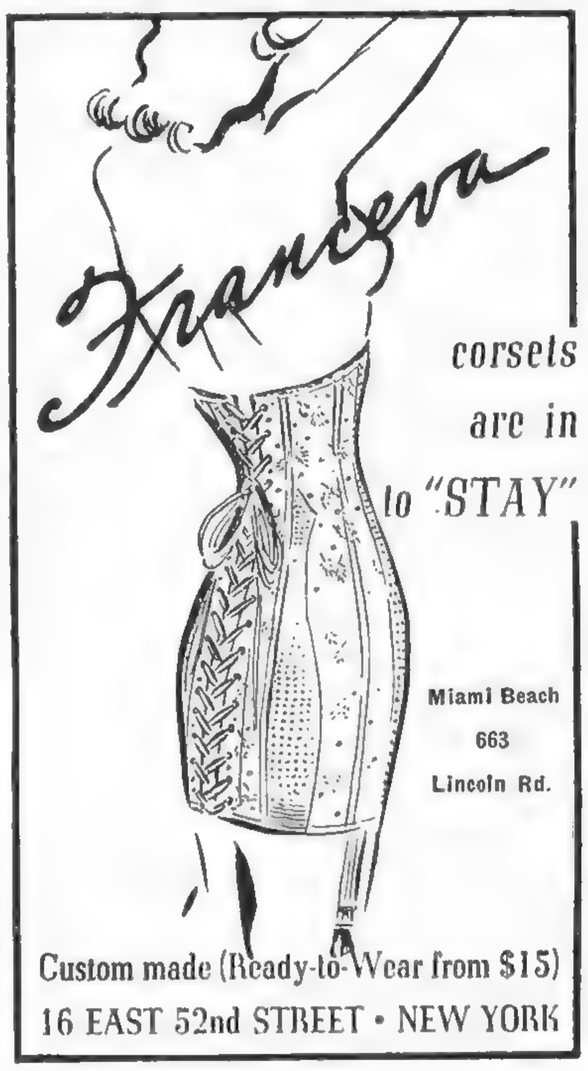
Madame Erika Morini will give a concert at Town Hall on Wednesday evening, January 17. Among her selections, she is playing some works of Sarasote, who in his will left his famous crested handkerchief, which he used at all of his concerts, to the violinist who best interpreted his music. It was given to Madame Morini, who points to it with the same pride that she does to her famous violin, the Davidoff Stradivarius, which, lost for a hundred years, was discovered by her father....

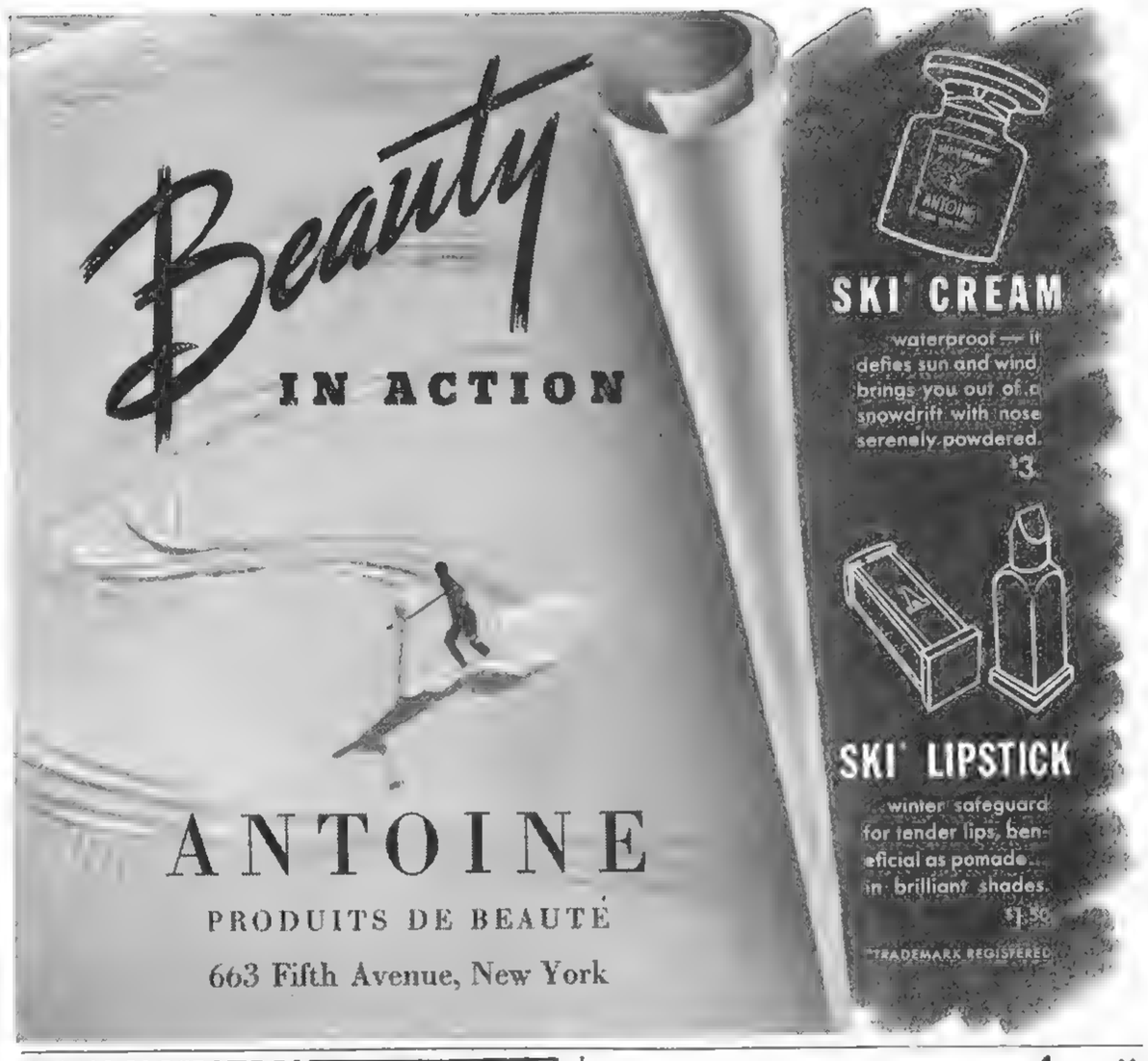
....The Stork Club, handsomely redecorated and with really lovely lighting fixtures, is still one of the town's foremost glamour spots. They have added to the Stork Club services a theatre-ticket service that really gets you good seats for the shows you want to see the nights you want to see them....

....In the Trianon Room at the Ambassador, Lawrence White, baritone, is introducing occasional new songs among the old favourites. We still cried "*bis*" for his vocalizing of the "Desert Song"....

....One of the most attractive of the new small and intimate restaurants is the 300 Bar at Louis Sherry's. Its pine-paneled walls are lined with large, amply-padded sofas on which you can relax in perfect comfort, and its fireplace is particularly welcome on a cold and wintry evening. There is a special lunch here for about $1, and dinner for about $2.50.

....The 1940 Annual Show of Contemporary American Art at the Whitney Museum opens January 10 and lasts until February 18. Artists will be represented from the entirety of America. "FLANEUR"





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Mehemed Fehmy Agha
Art Director

AMERICAN VOGUE
Editorial and Advertising Offices
420 Lexington Ave., New York
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STAFF EDITORS:
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Arthur Weiser, Art Editor

FASHIONS
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FINE ARTS: Frank Crowninshield
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Duchesse D'Ayen, Fashion Editor
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incorporating Vanity Fair

JANUARY 15, 1940

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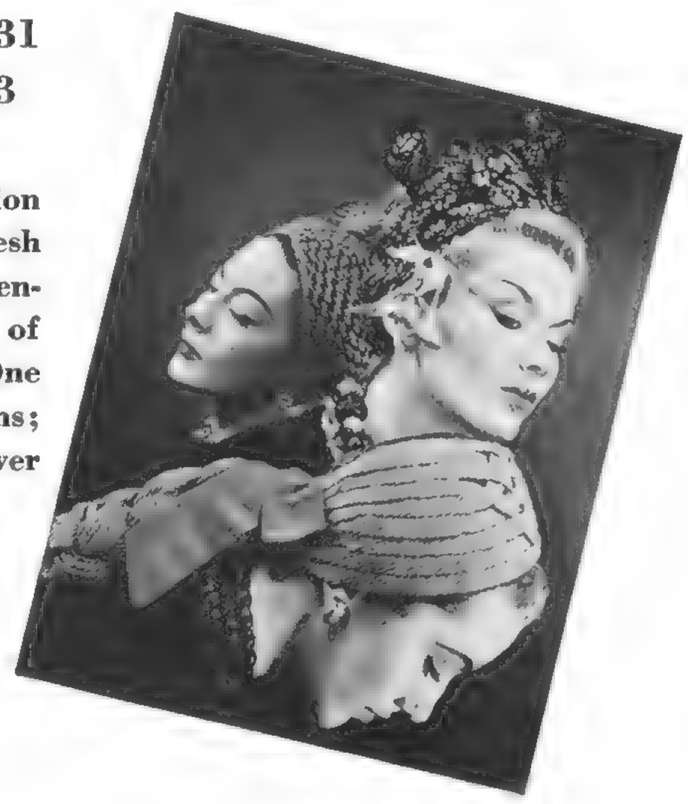


The turban in its 1940 evolution coils elaborately. One of mesh spiked with gold pins. (Pins, centre necklace; Marcus.) One of Balinese hand-printed cotton. One of straw, chignon-style. Turbans; Lilly Daché, Ransohoffs. Cover photograph by Anton Bruehl

The suave lines of the Mercury 8 bid you to swift, luxurious flight. Here is a car serenely at home in the smartest company. A big car, generous in its roominess, it handles with amazing ease—and there's a welcome reserve of power and speed in its V-type, 8-cylinder engine. To all the engineering advances, all the spacious comfort of its fine-car class, the Mercury 8 adds *economy* surprising in *any* class.

When you drive the 1940 Mercury, you will know why, in its first year, this car won a place among America's ten best-sellers.

Mercury 8

See any Mercury, Lincoln-Zephyr or Ford dealer

Vogue's-eye view of Spring hats

VYING, above, for the attention of *mon capitaine* are two new Paris hats. For pleasing the eye of the Man-on-Leave is the High Purpose of the hats now put forth by Paris. Even though the stark, urgent word ABRI shadows the scene, French gallantry remains indestructible. The modistes have made concessions to a Damoclean background, but made them decoratively, with a little *moue*, a little shrug. The results are hats that are pretty, but not daft. Not since the cloche of the 'Twenties have hats sat so firmly on a head. Skull-caps cling roundly, helmets and hoods hug the cranium. Small slouch or riding-hats rest determinedly on curls; narrow sailors tilt at shadow-making angles; turbans twist into new rhythms, like the two Agnès turbans above, of bright wool lace, worn with Lelong dresses. And even a cursory glance at the hats on the next eight pages may indicate that it is possible, just barely possible, that men will comment amiably on your hat this spring. That, for once, his time-honoured and dusty hat jokes will hang pointlessly in mid-air.

But new hats are not the only antidote for January doldrums in this issue. There's a look ahead at the new long-torso suits; at the revival of the blue serges we wore during the first World War; at a network of new white lace; at the new team-mates—red and yellow or hot pink and cool grey; at the grand slam in diamonds at the Beaux Arts Ball. And for those who want to view nothing more elemental than a snail in the sun, we dwell on such retreats as Walker Cay or Florida's Hobe Sound, whose quiet seclusion is the haven of playwright Philip Barry.

HORST

Your next hat...

IT may be a skull-cap. That most elemental kind of headgear is back. Talbot revived it, improved its basic virtues with flowers and a veil. The Duchess of Windsor saw it, liked it, wore it. An American commissionnaire rushed it to New York (and within the week, half a dozen women appeared with skull-capped heads at the Colony for lunch). That's it on the opposite page—a tiny black cap, touched off with pink and white roses, veiled in an entirely new way. It's nothing in the hand, but as engaging as anything ever put on a head.

It may be a head-hugging helmet, a hood, a tasseled stocking-cap. Here, as in the skull-cap, is a new structural change in hats! No nervous angling off your right temple. These new hats fit snugly to your head, clinging firmly to the outline of your cranium in a manner both young and reassuring. There, on page 40, is the helmet, snugly covering the back of your head and pushing off the face. Certainly it means a new coiffure—curls over the brow or a pompadour. There are close-fitting hoods and bonnets..."Gone with the Wind" influence ricochetting against Paris. There are stocking-caps with Dickensian tasseled ends that serve as scarfs. By pure coincidence, Bruyere, Schiaparelli, and Talbot all make them.

It may be a turban. But don't dream for the moment of dragging out last year's version, for the complex masterpieces of 1940 are a far cry from the amateur, I-wound-it-myself species. The new turbans are coiled elaborately to simulate chignons or exotic coiffures. Three of the loveliest are on the cover of this issue, and we show you two of Agnès' versions, in bright wool lace, on page 37. Schiaparelli, when she was in town this winter, had a nice trick...she bound up her head in a bright turban and clapped her fur hat on top.

It may be a casual hat. When Frenchwomen, during the early weeks of the war, pulled on, for convenience's sake, utterly simple slouch or riding hats...impressionable fashion couldn't long go unaffected. In no time at all, every one rediscovered its becomingness. (College girls have known it all along.) Descat, who always had a weakness for that kind of hat, made the LITTLE FLATTERER on page 44, which is making a hit in both Paris and New York. Already, Mrs. William Deering Howe, Mrs. Shevlin Smith, Mrs. Julien Chaqueneau, Mrs. Edward Warburg, and Paulette Goddard are wearing it.

It may be a sailor or a Breton. And the news in this tried-and-true fashion is the cleaner, more intentional line of the brim. Suzy does a mite of a thing of straw and wings—all white save for swirls of brown veiling. One large Kelly-green felt sailor is clapped on top of a skull-cap of blue jersey (page 42). Some wide-brimmed hats have stocky square crowns. Suzy shows crownless Bretons, the rolled brims resting 'way back on your head. There again is that off-the-face stance...let it urge you to do something new to your coiffure.

(Opposite) Talbot's snug little black skull-cap,
be-glamourized with pink roses and a veil.
One of the great 1940 hat successes. (Bergdorf Goodman)

HUG-THE-HEAD HATS – SPRING HEAD-LINE

BRUYÈRE HAT AND SUIT HORST

On the way in are small hats that hug the head, fit snugly down over your cranium...such as skull-caps, helmets, stocking-caps, and the beloved turban.
• BRUYÈRE'S STOCKING-CAP—a blue silk jersey cap, its long end be-tasseled. The white wool suit has a blue blouse with three pockets numbered 1, 2, 3
• BRUYÈRE'S HOOD—a snug hood of blue wool tied under your chin. Initials are embroidered above the forehead
• TALBOT'S HELMET—a head-hugging cap of black stitched satin, pierced with a quill. See how closely it follows the head; notice the curls on the brow, the hair-net in back. (Saks-Fifth Avenue)
• TURBAN (opposite)—a yellow silk jersey turban twisted into rolls. Alix's silk jersey dress. All; Henri Bendel

AGNETA FISCHER

TALBOT (SAKS-FIFTH AVENUE)

BRUYÈRE

HORST

SUZY'S FEDORA—all white straw and wings, then a brown veil; Florence Reichman. Brown-and-white tweed suit; Falkenstein

AGNETA FISCHER

SUZY'S BRETON—no crown, just a rolled brim of black felt sitting far back on the head. Do puff curls over your forehead

SAILOR—a Kelly-green felt one anchored with a blue jersey skull-cap. Nice team—green and blue. Green wool box-jacket, blue skirt. Bergdorf Goodman

BRUYÈRE'S CART-WHEEL—navy-blue felt, a wide eye-shading brim and a square crown. Blue wool suit, linen blouse. Henri Bendel

BRIMMED HATS FOR SPRING SUITS

FOUR PHOTOGRAPHS BY HORST

SAILOR—a microscopic one of white straw topped with two chubby yellow marigolds. Beige plaid jacket, brown skirt. Bergdorf Goodman

"Show me something simple"

Actually, there has never been an eclipse of the little, casual, brimmed hat, the kind you can clap on in one easy motion, the kind that stays put when clapped. That casual hat has been going quietly along, worn by sportswomen and college girls, through all sorts of millinery furores. This year, riding the wave of hats-that-fit-the-head, it's a Force. French designers are making it for Frenchwomen who—in the alarms and *alertes* of war—look for convenience. And American women have, all over again, discovered its easy, unpretentious charm.

Below, Descat's glorified round brown felt roller, pushed back from the brow. Opposite page, two becomingly brimmed American versions. So hush to men who say they've been waiting for women to wear simple hats that *are* hats. Hush to women who say they just can't find any such things. Sensibleness has been a long time coming, but it looks as if it's just about here.

HORST

DESCAT'S BROWN FELT ROLLER. GREEN PLAID WOOL SUIT. BERGDORF GOODMAN

Two of those fine casual hats that are the stabilizers of your hat wardrobe—one to put on right here and now; one to take South with you
First: For the North, a Dobbs hat of grey felt, with red grosgrain. Nice with a grey mixture tweed. (Cockade Red lipstick by Dorothy Gray.)
Second: For the South, a Dobbs hat of cocoanut straw imported from Nassau. Nice with yellow. (Pirate Gold lipstick; Dorothy Gray.)

Names in Lights

• Each of these beauties is, in her own course, a star—be it on Broadway or in Hollywood. All five came together this once, especially for Vogue

• Kay Sutton, dark, distinguished, now in the Cole Porter hit, "Du Barry Was a Lady," is here in white silk jersey with a lace-shadowed skirt. Nettie Rosenstein design from Bonwit Teller; and I. Magnin

• Zorina, the delicate ballerina of the movie, "On Your Toes," here wears a circus-striped evening coat of stiff white faille. Hattie Carnegie; I. Magnin

• Betty Grable, who dances cunningly in "Du Barry Was a Lady," is photographed in a crisp silk chiffon dress with a satin corselet, designed by Germaine Monteil. Bonwit Teller; Bullock's-Wilshire; Ransohoffs

• Mary Martin, who sings with young enchantment in "The Great Victor Herbert," here wears a white chiffon costume by Nettie Rosenstein. Bonwit Teller; I. Magnin

• Elvira Rios, the movie love of South America, with her deep sweet songs, now sings at La Martinique. Here she wears a feather-printed white silk organdie dress, designed by Nettie Rosenstein. Bonwit Teller; and I. Magnin. (All jewels shown are from Paul Flato)

• Photographed by Anton Bruehl

Kay Sutton *Zorina*

Betty Grable *Mary Martin* *Elvira Rios*

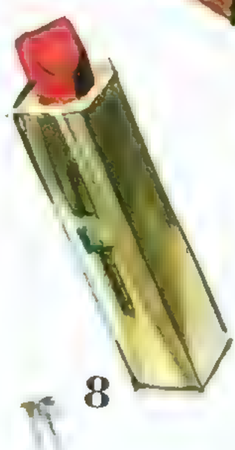
Red and Yellow

1

2

3

7



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10

Grafstrom

RED AND YELLOW—that hot-headed Spanish colour team—is now brightening the South. And we have an idea you'll see a lot of it, this spring.
1. Felt sailor with stiff loops shooting up; Bonwit Teller; J. W. Robinson, Los Angeles
2. Jacket and dress of Stroock's woollen, kindled with red belt and buttons. Saks-Fifth Avenue
3. Plaid wool jacket, plaid wool hat—lively complements for a white silk crêpe dress. From Bonwit Teller; Bullock's-Wilshire
4. and 5. Kislav doeskin gloves (and you know, you can wash them). Best; Marshall Field
6. Koret's squashy suède bag. This is at Best
7. Ally of red—Elizabeth Arden's "Stop Red"
8. Ally of yellow—Elizabeth Arden's "Redwood"
9. Red suède dinner-shoe from Saks-Fifth Avenue
10. Yellow suède dinner-shoe designed by Palter DeLiso; have it made to order at Bonwit Teller

GREY WITH—grey with almost any hearty colour will have many women's votes this spring. One of the favourite partners is red—witness this page.
1. Grey, red, and white printed silk crêpe dress; Kalmour design at Best; and Marshall Field
2. Grey-and-red printed rayon crêpe for a shirred dress. Charles Armour design; from Russeks
3. Grey-and-red plaid wool jacket, skirt; Best
4. Red alligator-calf wedge Oxford by Florsheim
5. Koret's soft red suède bag; at Bonwit Teller

Grey with—

MRS. ALFRED GWYNNE VANDERBILT is going to the Beaux Arts Diamond Ball, January 26, at the Ritz-Carlton, in this starry-night fantasy of black silk net, with diamonds from Cartier. A tradition in New York since 1915, the Beaux Arts Ball this year—with diamonds as its motif—promises to outglitter all its predecessors. Proceeds will go to the Beaux Arts Institute and the American Field Service

HORST

MISS MARY STEELE, conceded to be one of this season's prettiest débutantes, will go to the Diamond Ball in this costume inspired by the circus. Her long blond hair is tucked under a sparkling circlet waving tulle plumes. A tulle boa foams around her neck. A billowing dress of flame-red silk tulle is spangled with brilliants. The jewels are from Black, Starr and Frost-Gorham

For the Beaux Arts Diamond Ball

MISS ALICE GWYNNE ALLEN, slender, green-eyed, left her mother's California ranch to come to New York this winter to make her début. Her costume for the Beaux Arts Ball was inspired by an old Italian print—a sleek, slender dress of silver lamé, a sparkling silver silk wig over her own blond hair, and—in keeping with this year's motif—an armful of diamond bracelets from Tiffany

HORST

MISS SYLVIA KISSEL, slight, wheat-haired, is making her début in New York this winter, after a summer acting in summer stock. She is chairman of the Débutante Committee of the Ball, and will wear a confection of pale blue silk net, with diamonds from Black, Starr and Frost-Gorham. Her costume, like the three on the preceding pages, was designed by Karinska, the famous Russian who is now in New York

WHITE LACE. Miss Edith Atwater (above), a hit in the hit, "The Man Who Came to Dinner," photographed in a languorous, sari-hooded dress of white lace. It's one of a bevy of lace dresses presaging spring. Salon Moderne, Saks-Fifth Avenue. Jewellery from Verdura. Mrs. John C. Wilson (below) in a moonlight dress of white lace, with a lace fan. Jay-Thorpe. Cartier jewels. Coiffure; Roger Vergnes

HORST

ANDRÉ DURST

WHITE CHIFFON. Lucien Lelong, who heads the association of French couturiers organized to keep the industry going during wartime, included in his Mid-Season Collection this chiffon dress. Meant for America—and evenings uncomplicated by black-outs—it is reassurance that the world of French design continues in its great tradition. Imported by Salon Moderne, Saks-Fifth Avenue. Mauboussin jewels

In the near future —

the long-torso line, pre-War fashions, navy-blue with black...

THE LONG TORSO. Unmistakably 1940, unmistakably new, is the long-bodied silhouette. (Not long-waisted—the waist-line stays at its normal location—but with that area of you from neck to thigh clearly defined.) On the next five pages, you'll see what we mean, and you'll see, too, the various means to this end. Sometimes a deep tunic on the skirt. Sometimes long jackets or long tunics or long sweaters. Sometimes pockets placed far down on the hips. We believe so firmly in the long torso that we predict you'll want to wear it for day and evening.

Surprisingly, long-line costumes are easy to wear; all you need to do is watch your proportions. If you're tall and willowy, any of the variations are for you. If you're tiny, beware of two-colour or two-fabric costumes—they're likely to cut you in two, visually—but don't hold back on simple dresses with below-hips drapery, or pockets.

THE PRE-WAR LOOK. Last year, you saw some 1914 fashions; this year, you'll see many. Passementerie, used occasionally last year, is now used profligately. Entire tops of coats are braid-scrolled. There's braid on sleeves, on skirt-hems, on the Peter Thompson sailor collars some suits have. The Minaret silhouette, with a jutting tunic over a clinging, draped skirt, is back. Merry Widow jabots foam out from jacket-fronts. Evening dresses may have cabbage roses pinned at the bosom; so may suits (page 59). And there's that beautiful bare evening neck-line back again—very low and square in front, with three-quarters sleeves.

COLOURS. Navy-blue and black—reminiscently pre-War—make a very new, very suave team. See the suit opposite—blue serge, spiralled with black braid, worn with a black hat and black shoes. Grey, your old love, looks new with hot-pink (page 66) and is again a running-mate for red and beige. Red with yellow, startling in theory, but amazingly attractive in fact (page 48), appears discreetly in town, boldly at resorts. And we might as well warn you now to watch the military khakis and olive-drabs.

CONTINUED STORY. Bigger, but more pastel than before, are spring's Big Three—plaids, checks, stripes. Some checks are as big as six inches square; some stripes as wide as four inches. Continued is the fifteen-inch skirt-length. Continued are accented shoulders, less padded, more feminine than heretofore. Continued are all possible jacket-lengths—but remember the long-torso ones. Continued is chiffon for evening, vernal and floating as ever. Continued is lace (page 54), often with a Far East look; sometimes combined with jersey, as a jersey top, a lace skirt. Continued—thanks to the movie version of *Gone with the Wind*—are full skirts and tiny waists and melting lace frills.

NOTA BENE. If you have real jewels, wear them—or else sink as much as you can in one well-designed, well-made imitation piece. No tinny gewgaws, no trinkets.... If you're looking for a little fur wrap for spring, consider a cape, newest competitor for fur jackets.... If you're packing to go South, take plenty of short skirts (pages 80 and 81).... And before you institute a search for a new season-bridging, spirit-lifting hat—it's time for one, you know—turn to pages 38 to 45 and read Vogue's survey of the Hat Situation.

Long torso tunic-skirt
for a pre-War serge suit
with bolero and braid.
Hattie Carnegie; J. Magnin

Long-jacketed dinner-suit of black crêpe; yellow-fronted jacket with braid.
Long-bodied tunic-dress of blue-grey crêpe; sequinned net.
Both Falkenstein; Neiman-Marcus

First: Long-line coat—
low pockets make it so—
of white tweed. Jay-Thorpe.
Second: Pre-War tunic-dress
of blue silk crêpe;
white silk organdie blouse.
Hattie Carnegie; J. Magnin
RBW

First: Long-bodied suit
of beige Rodier tweed.
Second: Another long-line suit
of military-blue wool.
For both – gold buttons.
Bonwit Teller; J. Magnin

Hip-long grey wool sweater,
low flannel pockets.
Grey flannel skirt.
Bergdorf Goodman
Low-pocketed dress of grey wool
brown leather belt; cuff-links.
Saks-Fifth Avenue
Elongated jacket, skirt
of white-striped grey flannel.
Salon Moderne, Saks-Fifth Avenue

Cuba

Life in the tropics and what to do about it

by Clarita de Forceville

MY idea has always been never to write a travel article—but that was before I went to Cuba. Since I've been there, there's nothing I want so much to do.

Perhaps the best product of Cuba is its women. They are indescribably beautiful, and they all dress in black. They may possibly shop in the morning in a print dress, but, on the whole, they are sombre, chic, and elegant in black. Their charm is enigmatic. What I say about them will not describe them. They are naturally clever, very intelligent, but they do nothing—that is, they do nothing but talk over the telephone. Their life is spent on the 'phone. The older women sometimes work at charities, the younger women take care of their beauty. They make up a great deal, and their skin is like milk. They eat prodigiously, and they are slim. They eat and play bridge, then they eat and play bridge, and then they make up again, and maybe they dance with their husbands if they can persuade them.

Cuba has beauty, fun, and gaiety. The word "worry" does not exist. People manage to do the same things with or without money. They sniff and see and scream and flirt. When there is no money, the children run naked and eat bananas. It is all very pleasant and carefree.

A slave in old times supported one entire Cuban family. She was the cook, and such a supreme one that they rented her out to cook for dinner-parties at other houses and lived lavishly on the proceeds. A Cuban has been known to mortgage his plantation for the purpose of taking the family to Europe for a season.

THESE ADVENTURES OF A CAMERA-FIEND IN CUBA WERE SKETCHED BY ALAJÁLOV

All this does not mean that Cuba lacks grandeur. The houses are a mixture of Spanish, French, Colonial, and English architecture—a mixture, but beautiful in the extreme, and spacious with marble. There are balconies, patios, gardens, fountains. At dinner-parties, orchids, purple and magnificent, fill the tables. Conversation over such a table may be about the poorness of the country or about the fortunes made in sugar a few years ago. That period was called "The dance of the millions."

In Cuba, the Cubans go in for a gay life. They have fun. They dance out-of-doors, sipping Daiquiris served with hot appetizers. They never go to bed. The moon is so lustrous and beautiful you could read a letter by it if you chose. They go in for carnivals and fancy-dress.

Time is of no consequence. I saw a few clocks, but no one pays any attention to them. A discrepancy of an hour and a half is not unusual. You are invited to meet at seven, but there are those who calmly arrive at eight-thirty or nine. You go to the Country Club to tea and arrive at seven or eight.

My first complaint about Cuba is that what we know most before we go there are Cuban songs, and when you get there you never hear any. I ran around like mad trying to hear Cuban songs. If you go to a restaurant where there is lovely music, quite probably the street-cars pass every two minutes and jinx it.

My second complaint is the rather special Cuban noises. I lived at the Vedado in a beautiful marble house surrounded by trees. I went there, tired from a long winter siege in New York. At six o'clock, I was awakened by a man shouting lustily, "The twenty-eight and the eleven—the twenty-eight and the eleven"—the lottery cry. You can make as much as $70,000 on the lottery each week if you happen to win, so perhaps it is worth waking for. At seven o'clock, having drifted off for a brief moment, the milkman arrived, clanked the iron gates, put the milk on the marble floor with a crash (how it survived I do not know), clanked the gates again, and trundled off in a rattling Ford. At eight o'clock, a man screamed, "Or-an-ges, limes, herbs...." Then I gave up.

As a matter of fact, you get fond of the noises. You open the shutters in exasperation, are met by the clean, brilliant, warm sun, and are ecstatically glad you awoke. Also, you acquire the Cuban point of view. When you hear noises, you know all is well.

But what matters the local orchestral din? There's sea on both sides of the Island and always a breeze. The water is the colour of melted peacocks, and the sand is like powdered Guerlain. The houses are designed for the tropics; the life is patterned for the climate. It is skilful and engaging. Almost every place you dine is out-of-doors, in a riotous rainbow of planting: whole trees in bloom, stalwart palms, and then the Cuban orchestra singing through the flowers.

The real Cuban likes a reserved woman—and so the women are great flirts in a subtle way. Havana is a city of chaperons. The vamp of Cuba is a widow with a seventeen-year-old daughter, but even she would (Continued on page 89)

THE STRANDS BREAK

Stuart Cloete, prescient South African author, writes of war, a crossing, and this new life without reality

IT was war again, and I was back in England. The streets were empty, and high up in the pale sky the balloons, beautiful as silver fish, swung on their cables. All pointing one way, they looked like fat carp facing into the stream. I got a gas mask in North Audley Street. A charming lady in sky-blue trousers fitted me with it. "Breathe in," she said, "breathe out." I walked into the street carrying my mask in a cardboard box. It was a square shape like a box camera. I got a case for it in Bond Street. The next few days I spent in making inquiries. There must be something I could do. It appeared that there was not. I was not wanted in any capacity. I was too old. I was twenty-five per cent. disabled. I was, in fact, obsolete.

I decided to return to the Bahamas, the only home I had, and went to Cooks' to book a passage. The great hall usually so full was empty. "New York?" "Yes. When was there a sailing?" "Did I want a Dutch ship?" I did. That would be an increase of forty per cent. I booked on the *Statendam*. I filled in the usual form certifying that I was not an anarchist or polygamist. I had my visa, all that remained was my exit permit. For this I had to go to the passport office in Dartmouth Street. Here there was a queue that moved slowly, shuffling on uneasy feet; people of many countries, of many colours...Americans, Canadians, South Africans, Chinese going back via Vancouver or San Francisco. Indians, East Indians, South Americans all waiting in line, all filling in forms. At any other time, they would have had nothing in common. Now they were united by their desire to get out of England.

"Americans this way." Americans with their red passports were separated from us. "Fill in this form, please, and take it to the desk." Where was I going? What age was I? What ship was I sailing on? When was she sailing? From where? When was I born? Where was I born? Why did I want to go? Number of my passport? Signature.

There seemed to be no reason for staying in London now. It was expensive. I was certainly afraid —more so than I had been in the last war, for I was unaccustomed to being a civilian. I decided to join friends in the country while waiting for the boat. Every one was leaving the house I was in. Each day there were boxes and suitcases in the hall. Mr. Saunders, who owned the house I lived in, asked me how long I was going to stay. He said, "Could you be out by Monday as I'm closing up?" He was in uniform with three war ribbons on his tunic. He was a naval engineer and had been called up. "What are you going to do?" I asked. "I do not know," he said. "Pay up all I can and get out." He was leaving the furniture. Perhaps afterwards there would be some way out...perhaps the Government...perhaps. It was left like that. I said I would go at once. We shook hands and wished each other luck.

Mr. Saunders was no longer young. He had sunk his savings into that house, into the purchase of the lease, into the furniture, into the changes and repairs. He had spent four years building up a clientele of people who knew and liked him, who came back each time they came to London, and in less than six weeks it had all gone. That was just one case that came very near to me. I saw him last walking down Curzon Street, his dog jumping up to lick his hand. He is in France now, back where he was twenty years ago, with his life behind him.

But what about the others? The small people like ourselves who, after all, make up the middle-class bulk of the nation. The people with unearned incomes of from five hundred to a thousand pounds a year; people with good jobs and small savings, with a car, with a small house near London; or the shop owners, the book-sellers, the furniture dealers, the perfume shops, the hat shops, the saddlers, hatters...the people who had advertising businesses, the brokers, the insurance agents, the wine merchants? They can't get delivery of their stocks, and, if they can, people are not buying. The skilled artisan is better off. The manufacturer can probably shift over to a war industry. But there remain these people of the upper middle class of over forty, whose lives, if the war stopped to-morrow, are broken.

Call them respectable bourgeois, if you like, but, contrary to the ideas of the last few years, one begins to think in terms of a solid bourgeoisie. The aristocrat, the capitalist, and the proletarian seem to have failed equally, and civilization to be a middle-class product. These men and women are facing the same issue twice in their lives. Actual war, wounds, death of husbands and children, and perhaps the complete blotting out of the men their daughters might have married. It is of them I think; for them there is no return. (Continued on page 94)

HORST · CONDÉ NAST ENGRAVING

BALINESE DANCERS MAKE A MARK ON FASHION

More and more, fashion is susceptible to the Malayan influence. Above—three of the dancers from the famed Devi-Dja Balinese troupe who helped inspire the turban, necklace, and dress worn by Miss Barbara Cushing. Costume from Hattie Carnegie; I. Magnin, California

"Hot Pink" with cool grey

Here's an intense new pink to link with cool grey (or other colours, too). It's lively but not shrill, it's almost like watermelon, and it goes by the pretty sultry term "Hot Pink"

• For Southern days—a Hot Pink hand-knitted cotton cord sweater, grey tweed coat, felt hat with pink insert. Bonwit Teller

• For evening—Germaine Monteil's grey chiffon dress with Hot Pink gloves, slippers, and pink topaz jewels. Germaine Monteil's new "Hot Pink" lipstick matches exactly. All: Bonwit Teller

PARIS-WITH THE MEN ON LEAVE

Crowded with uniformed men, Paris begins to lift its spirits

PARIS in the fourth month of the war is an attractive, comfortable, almost normal city with an intimate, quasi-country charm. People to whom you have bowed politely for years without furthering your acquaintance, suddenly turn out to be your favourite neighbours from whom you borrow ice when unexpected guests arrive for cocktails. Although you can now enjoy such luxuries as smart hats and plentiful taxis, nobody will look at you askance if you go hatless or ride your bicycle. Hospitality in the home has practically become a cult. You eat simple two-course lunches or dinners in private houses, and you go back to some one's house after the theatre and eat scrambled eggs with champagne substituting for coffee. The war seems to have weakened, if not completely broken down, the hitherto impregnable barriers of French formality.

The uniformed men on leave in Paris have raised every one's spirits. The sudden interest in masculine elegance is news in a city where "smartness" was an adjective applied only to women. Now as soon as a soldier returns, he makes a visit (if he has a cent in his pocket) to his tailor. A military group at a party are capable of a great deal of mutual sartorial admiration or criticism, and the discussions that go on over the most preferable shade of khaki or whether top-coats are better flared or belted give women a good dose of their own pre-war medicine. The result is that Frenchmen have never been better dressed.

There is an allied flavour to the uniforms in Paris, with English Army, Navy, and Air Force officers passing through; and with lots of Polish aviators in bluish-grey waiting to be sent to join English squadrons. Young R. A. F. flyers on their first Paris leaves sit in every *boîte* where there is music, tapping out rhythms to the tantalizing music to which no one is allowed to dance in Paris. These boys are refreshing, but heartbreaking—with their infantile faces. It is hard to believe that they aren't just playing hooky from school. The French are continually amazed at their fifteen-year-old look.

Bill Taylor, one of New York's popular bachelors, recently stopped in Paris with two young British naval aviators in tow. Bill volunteered in the British naval aviation and was given a commission immediately on his American naval flying experience. The three officers created a stir in Paris with their elegant white caps, their silver-topped canes, and their British insistence that they change for dinner in a Paris that hasn't seen a white shirt-front since the war began.

Paris is beginning to open up a little at night, to take care of the "leave" exuberance. However, night-clubs throw you out bodily at eleven, leaving you nowhere to go except to some private house. The theatres are opening, and nearly every opening is a benefit performance. Noel Coward arranged a benefit performance of "Spring Fever" with a French cast in which he did not play. It was a huge success and continues to play to full houses. The Elsa Maxwell movie, "Women's Hotel," brought in huge war benefit receipts.

The Casino de Paris was the most profitable benefit and the best show of the year. Maurice Chevalier can invade even the hard heart that seems to creep into most first-night audiences. He belongs at the Casino de Paris. It's his audience. It's his atmosphere. When he walks up and down the runway, singing and gesticulating, he owns the world. Suddenly you realize that he is exactly the right entertainment for a war; he is human, he's funny, he's touching, and he adores his audience. One of his new songs is a great hit—"*Arthur—fox de poil dur,*" which is a simple tale of a Lothario fox terrier.

Scheherazade is open from six until eleven. In pre-war days, you never saw anything in Scheherazade except the spot-lighted singer or the person you were with because of the dim, romantic lights. Now the lights blaze, and you discover the most fantastic decorations on the walls. It is gay, and the music is good. The only other places where you can hear music are the Bœuf sur le Toit and the Elysées Bar, where the sensational "Môme" Piaff sings. She is the new war songstress. You can hardly get standing-room at the Elysées, and her records are collectors' items. She belongs to that hoarse-throated, loose-hair-over-the-eyes school of French singers who have a strange, compelling force plus great skill in choosing songs. Her best records are "*C'est lui que mon cœur a choisi*" and "*Je n'en connais pas la Fin.*"

The moment the military element turned up in Paris, women began wishing they had ordered less practical clothes. The men clamour for attractive, almost frivolous clothes and definitely want you to wear dinner-dresses at night. Alix's black jersey dress with the broadcloth corselet (shown in January 1, page 36) is almost a uniform. Madame Lopez-Willshaw wears one of Schiaparelli's convertible dresses and is probably getting a little tired of showing people the trick of how you hike it up or let it down. In the daytime, many women wear ankle boots. Madame Schiaparelli has fur ones to match each of her fur coats. Madame Pereire wears black suède ones. A dozen other smart (Continued on page 95)

ANDRÉ DE DIÈNES

SHOPPING AT FRANKLIN SIMON

WATCHING THE ST. NICKS, AT THE BROOKLYN ICE PALACE

Under twenty—clothes for a week-end in town

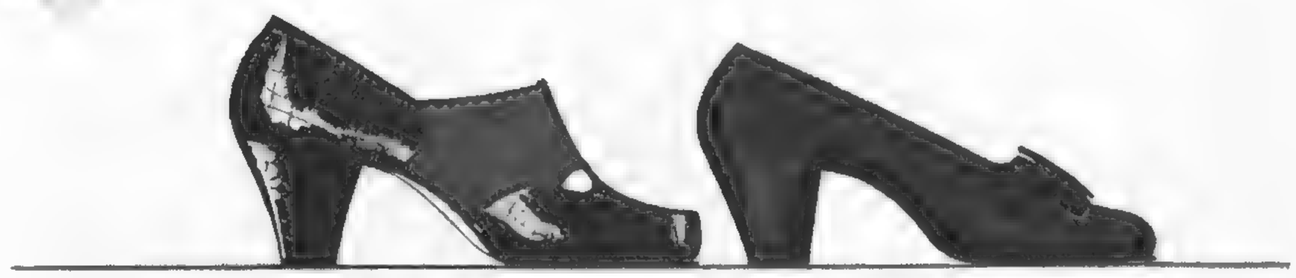
PERHAPS your midwinter week-end involves coming to New York from college. Perhaps you're making your début soon. Perhaps you're in town for a purpose—like Miss Halldis Prince, Boston débutante, studying dramatics, who posed in these Under Twenty clothes.

Saturday morning. You shop—for the costume in the first picture, above. It's a blue-and-white silk-and-rayon dress, with its own jacket of blue wool. Then to lunch.

Saturday night. You drop in at the Nine O'Clock Club (opposite page) where faces are young and rhumbas expert. Your dress—black-and-white checked rayon-and-cotton taffeta.

Sunday afternoon. You watch the St. Nicks play amateur hockey, through the windows of the arena's Warm Room, where it's 70°. Your suit is green and navy-blue Hockanum wool, as is your hat. (It's new for a hat and a suit to be of the same fabric.) Hat, under $10. • Dress, suit, evening dress, under $20 each. Franklin Simon; L. S. Ayres; Neiman-Marcus.

ANDRÉ DE DIÈNES



JANE BRYAN, screen star, having her navy-blue kid Slater shoes shined by John—Shoe-Shiner-Extraordinary—with de luxe ideas about the décor of his stand and chair. She wears a navy-blue wool suit and felt hat (Jane Engel)

Young shoes—young prices

FOR you who are under twenty years...you who pay under twenty dollars for your clothes—these shoes. Wise as you are for your years, you know just how important shoes are. Not for you to Splurge All on a dress or hat! You follow a plan of Proportional Representation—so that your costume is one perfect blend. To help you achieve that smartness, down to your very toes, we collected the shoes on these pages and on pages 92 and 93...all with a Purpose in Life, all (pretty surprisingly) under ten dollars. Look at the "Under Twenty" clothes on the two preceding pages, regard these shoes, and choose.

TOP ROW, ACROSS: Blue suède and alligator-calf. DeLiso Deb shoe; Bonwit Teller. Oxford of blue reversed calf and smooth calf, for walking. Collegebred shoe at Cammeyer. Moccasin of black reversed calf; hand-sewn seams. Nice with tweeds. Saks-Fifth Avenue. Spat shoe of patent leather (important!) and gabardine with "Lastex." A Jacqueline shoe.

SECOND ROW: Cordovan-coloured llama calf Oxford. Skuffies shoe; Foot Saver. Opera pump of bright red suède, brightener for your dinner-costumes. A Naturalizer shoe. Clumpy moccasin of cork-coloured pigskin, brown suède; with a Dutch heel. Peacock shoe. Ghillie of dark brown gabardine with calf—new variation on an old classic. Shoecraft. Saddle Oxford of brown and tan calf, with a Du-Flex rubber sole. Grayflex shoe; Stern's. Sandal of red kid, with a slim ankle-strap, for dinner and dancing. Queen Quality shoe.

THIRD ROW: Navy-blue alligator-calf and gabardine with "Lastex." Red Cross shoe. Round-heeled pump of black patent leather (spring star) to shine with silk dresses. Macy's. Oxford of tan calfskin, with a walled last. Good with town-and-country suits. Walk-Over. Spat-shoe of black alligator-calf and suède with "Lastex," for little wool dresses. Air Step. Classic opera pump of tan calf, with a scuffless Pyraheel. Nice with almost any suit. Vitality.

AGNETA FISCHER

MME. BOURDET TYPING IN HER OFFICE AT THE COMÉDIE-FRANÇAISE

The Comédie-Francaise reopens

Madame Edouard Bourdet, whose husband directs the Comédie-Francaise, writes of its war-time activities

THE Comédie-Française owed it to its tradition to be the first theatre in Paris to reopen its doors. When the Government made an appeal to the country to continue every possible activity behind the Lines, the Comédie-Française at once organized a matinée performance—an afternoon of poetry on September 24—that turned out an amazing success. The obstacles seemed enormous at the time; fifty per cent. of the male personnel were mobilized; while the women, the actresses, dressers, and scrub-women, had fled to the provinces. The theatre was unfurnished, stripped of the treasures that had made it one of the most magnificent theatres in the world.

Carefully packed and shipped to a château in the Loire were the theatre's treasures—among them, the bust of Corneille by Caffieri, the bust of Molière by Houdon, the portrait of Molière by Mignard, Delacroix's portrait of Talma, the terra-cottas by Pajou, the paintings by Largillière, Nattier, Van Loo, Boilly, Ingres, and Renoir, the eighteenth-century Lille tapestries, and the fine collection of historic, illustrated books relating to the theatre.

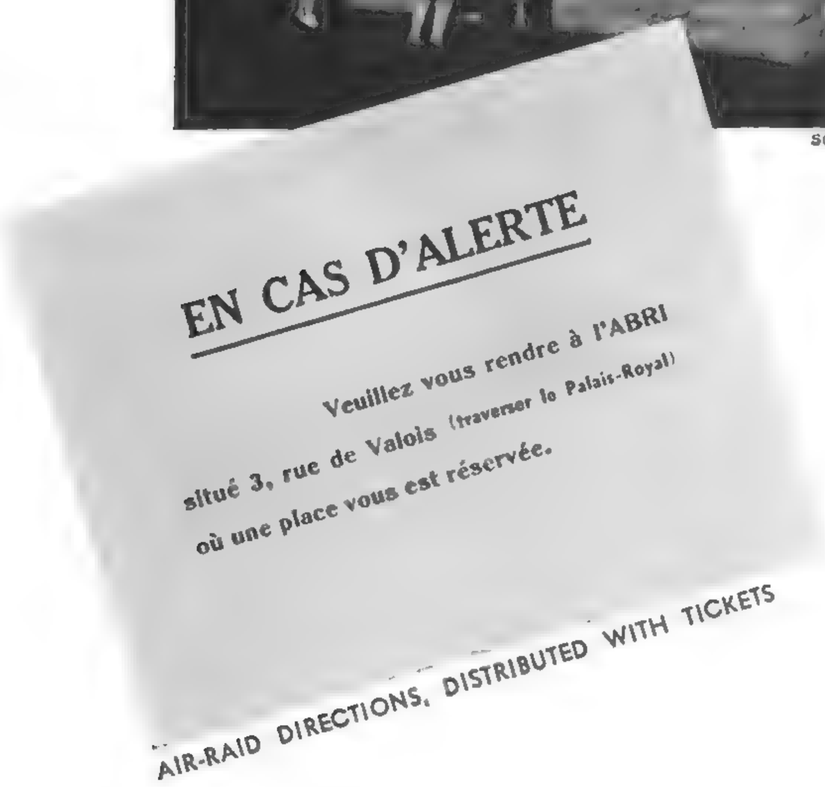
The exhibition-cases displayed only the red velvet on which once reposed such moving relics as Rachel's head-band, Molière's jaw-bone, and the heart of Talma in a silver coffer. In the big, empty lobby, the marble columns, despoiled of their marble busts, stood like sentinels around Houdon's masterpiece, the great statue of the smiling Voltaire seated in his armchair that is now completely smothered under a shelter of sand-bags. The wardrobes were dusted with moth powders, and the theatre had been prepared to slumber until better days, in the sad odour of naphthalene and of dust, common to all deserted houses.

When the director decided to play comedies there again, only six people remained in all that vast building. They shared the heavy burdens of the reopening. The famous and austere House of Molière was suddenly like a country circus. Everybody pitched in to help with the rehearsals, the box-office, the direction, and the publicity. The big signs in the vestibule to direct the spectators to the air-raid shelters were lettered in India ink by the director himself, and I broke my finger-nails on the typewriter turning out the little instruction sheets that told each spectator what to do if the sirens sounded. The little slips of paper were given out with the tickets.

Now that a normal number of actors and stage-hands can be assured, we put on four performances a week. Soon we hope to play every night. Sacha Guitry has followed the movement, and at the Théâtre de la Madeleine is putting on his new and charming skits, with such famous actors in the cast with him as Gaby Morlay, Elvire Popesco, and Victor Boucher. The Odéon and Opéra-Comique are giving performances from their repertory. Music-halls, such as A-B-C and Bobino, have reopened their vaudeville with great success. Apparently, the public at the moment asks nothing of the theatre but distraction. (Continued on page 91)

STATUE OF VOLTAIRE SMOTHERED UNDER SAND-BAGS

SCHALL



AIR-RAID DIRECTIONS, DISTRIBUTED WITH TICKETS

Schiaparelli - via Clipper

With limited luggage, unlimited chic, the famous Paris couturier made a flying visit to New York

KARGER-PIX

SCHIAPARELLI CHECKS OVER HER LUGGAGE, IN NEW YORK

IN a civet jacket, civet hat, black wool suit, and red felt spats, Schiaparelli stepped off the *Atlantic Clipper* for a fortnight's stay in New York. In her hand was the little blue-and-white striped cotton bag like the ones athletes carry sneakers in—the customary bag the company sends to each passenger's hotel, for pyjamas, tooth-brush, and other small paraphernalia. Back in the *Clipper's* luggage compartment were Schiaparelli's five bags—her vanity-kit and four others, zipper-closed and frameless. (Because all bags are stowed, she wore the same costume for the entire thirty-hour flight.)

Once in New York, those four bags opened to unpack a complete wardrobe. Black was Schiaparelli's basis. Three of those beautifully cut, simple black day dresses. Three slim black evening dresses. A black wool suit. Two black jackets—one velvet with passementerie; one crêpe crusted with gold embroidery, both interchangeable with day or evening things. Not black, but to be worn with black—a suit of warm-brown wool and a blue corduroy sports dress.

Schiaparelli's accessories took up no more room than handkerchiefs. Half a dozen chiffon jersey turbans, in colours like red, turquoise, shocking-pink, worn alone, or wrapped around the head and topped with big, tilting fur hats. Three bright knitted pull-overs, for the suits. Three fish-net turbans, to keep her hair neat in the *Clipper*. Two gold-embroidered satin scarfs, one rose, one turquoise. Bright felt spats. An amusing little calendar-clip and a coiled gold bracelet with dangling change-purse and vanity, but no real jewellery except her pearls and a Russian pelican pin.

THE EIGHT HATS SCHIAPARELLI BROUGHT

Of the eight hats Schiaparelli brought, five were fur and could be crushed up and stuffed into coat pockets. Only two had to be handled with care—a brimmed black felt and a black velours topper with turquoise ostrich plumes.

Schiaparelli was equipped against the gales of a New York winter with two fur coats—mink and Persian lamb. Of black wool and velvet was her dress-up afternoon coat, lined with turquoise satin, equipped with giant pockets reaching all the way to the hem.

Very little in New York escaped Schiaparelli's interested dark eyes. She saw "Life with Father," "Margin for Error," "Hellz-a-Poppin," and "The Little Foxes." She sampled night-life at Féfé's Monte Carlo, the Iridium Room, and Larue. She was guest of honour at innumerable parties. She looked in all the shop-windows and went in all the shops. She bought, as almost every European visitor does, silk stockings and phonograph records by the clipperload. She picked up gold-ball cuff-links for her daughter, Gogo; tiny flash-lights on key-rings for all her friends, and a miniature adding-machine for herself. But her find, her triumph, was a little cotton apron printed with cocktail recipes, which she bought, at a five-and-ten, for one dime.

SMALL CROSS-SECTION OF SCHIAPARELLI'S WARDROBE

THE OUTDOOR DINING LOGGIA

A TRANQUIL LIVING-ROOM—IN CONTRAST TO THE RIOTOUS FOLIAGE OUTSIDE

HOBE SOUND—RETREAT IN FLORIDA

MR. AND MRS. JOSEPH VERNER REED

KARGER

Mr. and Mrs. Joseph Verner Reed's house at Hobe Sound

THE search for seclusion and the simple life has lately led a number of people to a small Florida retreat—Jupiter Island at Hobe Sound. The Indians named it Hobay, probably hearing the Spaniards call it Jove. About twenty miles from Palm Beach, it's a deliberately unaffected place given over to fishing, boating, bathing, and the quiet life.

Two of its first discoverers were Mr. and Mrs. Joseph Verner Reed—whose house "Artemis" is shown here. Others who have built there include Mr. and Mrs. Philip Barry, Mr. and Mrs. Edsel Ford, Mr. and Mrs. Gene Tunney, Mr. and Mrs. Charles Shipman Payson. And last year, Mr. and Mrs. Douglas Burden and Mr. and Mrs. Cornelius Vanderbilt Whitney rented places for the season.

The Reeds' beautiful Spanish house, designed by Maurice Fatio, is shaded with coco-palms, almond- and banyan-trees. Its shutters are pink, to echo the reddish Cuban tile roof. The outdoor dining-room loggia has a ceiling of pecky cypress, a buffet made from an old Brittany bed, a Normandy bar. The indoor dining-room has white-painted cypress walls, Provençal furniture.

The living-room—ice-blue plaster walls, oyster-white furniture—is tranquilly simple in contrast to the riotous tropical foliage in the patios outside. On the floor is a Turkish rug; on the walls, a Persian hunting picture, an ancient Chinese painting, and Bernard Boutet de Monvel's portrait of Mrs. Reed.

THE DINING-ROOM—CYPRESS WALLS, FLOOR OF OLD CUBAN TILES

THE LOGGIA OPENING ONTO THE BIG PATIO

FIVE PHOTOGRAPHS BY NYHOLM

THE MAIN PATIO OF MR. AND MRS. JOSEPH VERNER REED'S HOUSE—WITH ITS OLD SPANISH HEXAGONAL FOUNTAIN

THE WATER-TOWER IS NOW MR. BARRY'S STUDY

MR. AND MRS. PHILIP BARRY KARGER-PIX

Mr. and Mrs. Philip Barry's house at Hobe Sound

IN the 'Nineties, an English company raised pineapples on Hobe Sound. Now, perhaps the best-known products are Mr. Philip Barry's plays. He wrote "Here Come the Clowns" and most of "The Philadelphia Story" in his study in the made-over water-tower shown above.

The Barrys' house was—before Mrs. Barry dramatized it—simply a water-tower gate-house, two barns, and a donkey house. (A donkey and carriage were included, too; these they gave to the five children of the Verner Reeds, whose house is shown on pages 74, 75.)

Cuban rather than Spanish, the buildings are stucco with palm-thatched roofs. Out of the old gate-house or gardener's cottage grew the children's rooms, the dining-room, and the kitchen. The theme of the living-room (at the right) is furnished by the Bessarabian carpet that Mrs. Barry brought from their villa at Cannes...black ground, white lotus flowers, coral sprays, green leaves. The walls are pink plaster, the curtains green linen. The Barrys live here from Christmas until May—golfing, bicycling, working, swimming from the pink plaster beach-house on a dune above the sea.

THE LIVING-ROOM WITH ITS BESSARABIAN CARPET

FIVE PHOTOGRAPHS BY NYHOLM

THE PALM-THATCHED UP-STAIRS PATIO OF MR. AND MRS. PHILIP BARRY'S HOUSE

A CORNER OF THE BARRYS' BEDROOM

THE DINING-ROOM—ONCE THE GATE-HOUSE

TONI FRISSELL

MRS. H. SEYMOUR SHONNARD, JUNIOR, LOOKING AS SLEEK AS HER DACHSHUNDS. SHE AND HER HUSBAND OWN AND RUN THE WALKER CAY FISHING CLUB

MR. C. V. WHITNEY CATCHING A 35-POUND AMBER-JACK

MR. WHITNEY'S AMPHIBIAN AT WALKER CAY

ISLAND OFF FLORIDA

PRESIDENT OF MARINELAND OBSERVING MARINE LIFE

OUT on the Bahama Banks—fifty-five minutes by air from Palm Beach—the island of Walker Cay overlooks water the colour of a peacock's tail. There is a rumour that once the pirate Captain Walker buried much treasure here, but, be that as it may, the real treasure is in the surrounding waters where huge blue and white marlin, great tuna, amberjack, kingfish, mako shark, bonefish, and other great game fish are to be had for the taking.

Walker Cay is now owned and expertly run as a fishing club by Buzz Shonnard and his beautiful wife. It accommodates thirty-two guests. The Palm Beach seaplane services take you over, or you can come by your own boat. In the photographs on these pages, you see C. V. Whitney and Douglas Burden (Chairman and President of Marineland Studios) who went down to survey the waters for a possible collecting ground.

The club-house is long and low, seventy feet above sea-level, built of concrete so that no hurricane can touch it. This and the Shonnards' own house are the only ones on the island, except for palm-thatched native huts at one end. The club-house has a large game-room with a bar and two wings with bedrooms—each bedroom has its shower. (Continued on page 101)

Slit-skirt dress of blue-and-white piqué, with snug shorts and a Deauville sunbonnet to match it. Saks-Fifth Avenue

Ballerina skirt on a bare-waisted play-suit of red-and-white rayon and cotton. Separate shorts underneath, too. Macy's

Skirt and bolero of blue-and-white cotton; halter and shorts of pink Celanese rayon jersey. Blue linen shoes. All from Bonwit Teller

. . . AND TAKE PLENTY OF SHORT SKIRTS

Ballet play skirt and camisole top,
of candy-cane red-and-white striped cotton.
Red-and-white canvas sandals. All; Lord and Taylor

Red-and-yellow linen for this short dress,
very nice for beach picnics, for casual afternoons.
From Abercrombie and Fitch

Destined for action—this tennis dress
of white Celanese rayon jersey,
with a dirndl skirt. Saks-Fifth Avenue

DE MOLAS

Another tennis ace—designed by Alice Marble.
White rayon sharkskin, woven like piqué,
makes this pigskin-belted dress. Best

SPRING SEWING

1. Huge patch pockets (the kind Paris is making) below low-slung gathers, on this little dress that you could make of grey crêpe for now and later. (Wear it with blue or red accessories.) No. S-4195, designed for sizes 12 to 18, 30 to 36. 2. A corselet belt on this afternoon dress catches in the softness of bodice and skirt. If you're planning clothes for spring, try it of cinnamon-brown and black printed sheer crêpe. No. 8608, "Easy-to-Make," designed for sizes 12 to 18 and 30 to 36. 3. Peg-top lines to this dress with a tailored bodice, a front-gathered skirt. Make it of light-weight yellow woollen, perhaps—good under furs, especially brown ones, such as beaver. No. 8598, designed for sizes 12 to 18 and 30 to 36.

4

5

6

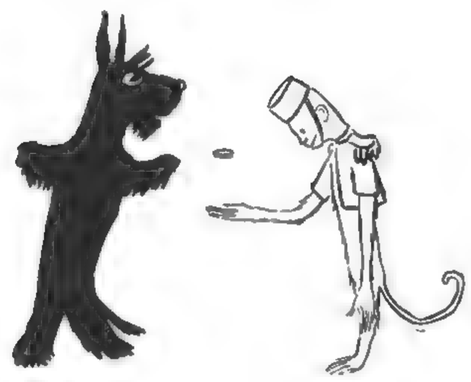
DESIGNS FOR DRESSMAKING

4. Printed crêpe, grey and red—tried and true colour-couple—might be the wherewithal of this suit with a twin-peplumed jacket. Under the jacket, a princesse dress with a high, squared-off neck-line. No. 8604, designed for sizes 12 to 18, 30 to 36.

5. Childish suit—tucked-in blouse, pinch-waisted jacket, and wide-flaring skirt. Make it one of your first spring costumes for town and country—of black-and-white checked woollen, perhaps. No. 8606, designed for sizes 12 to 20 and 30 to 38

6. A suit-like look to this dress and bolero—try it of navy-blue crêpe, with bodice and cuffs of red-and-white striped crêpe. No. 8603, "Easy-to-Make," designed for sizes 12 to 20, 30 to 38. (Other views of these designs are on page 97.)

Shop-hound's Latest Tips



WE'VE gathered together some tips that should cheer you up now that the Long Winter Nights season is here.... For your Long Evenings game, consider Contack, a new Parker Brothers bit of fun. Like all games, it's almost impossible to describe, but it involves matching numbered coloured triangles, which you try valiantly to get rid of. This sort of thing proves quite exciting. We've played it, and, though we're not rabid gamester class, we like it very much. You can buy the standard-sized edition at Brentano's for about $1.

Ruth Merzon, the great "female emancipator," at 45 West Fifty-Seventh Street, has been at it again, busily inventing assets for the body beautiful. Among her latest is a flat, tension-adjusting clip, which she is incorporating in the built-in brassières of her slips, and nightgowns, too. Her long-sleeved nightgowns of albatross or silk crêpe are heaven, especially in pink, with a high, round collar and little pearl buttons; about $25 made to order. The new beach and play clothes collection is better than ever.

Also for around the house, you might get very practical and give your New Year's resolution a boost with a bathroom scales. It's exactly the sort of present that people mean to buy for themselves, but put off. The Detecto scales get more stream-lined every year, just as their owners do. The latest edition is a chromium almost-square model called "Charm." It works like a charm, and calls your weight to your attention with giant numerals. About $5 at Abercrombie and Fitch.

To make growing up more exciting, Best has had a chart called So-Hi. It's a decorative round wooden plaque to hang on the wall with a long roller chart, which rolls up like a screen when not in use. It's marked so that you can record weight and height from the time the child can stand till it stands five and a half feet high. Illustrated all over with coloured pictures. About $2.

At Bitter and Loud, there are some fairy-looking branches of dried leaves, weeds, pods, and berries, that make very impressive decorations. Some are painted, some silvered or gilded, but you may order them especially coloured to go with your rooms. It takes only a few days. A pale blue thistle was one of our favourites; also a black lacquered branch with little prickly silver nuts. They'll last for years, blooming summer and winter. The average price is between $3 and $5. At 209 East Seventy-Second Street.

Martha Levine's shop makes you happy right away by supplying you with oversized dressing-rooms, which are used as individual showrooms, so if you're one of those people who hate to shop alone, you can take along a whole gallery. The clothes are what you come for, though, and they are lovely. In the cruise group, our favourite was a watermelon-pink and white striped long-sleeved silk shirt, with a pair of pale blue corduroy shorts; around $30. In the evening class, a long-sleeved, high-backed dress of blue-grey tissue crêpe, the full skirt covered with black Chantilly lace from the hip-bone down. Some of the clothes here are custom-made; all have custom-touches, served up with two or three fittings. Address; 501 Madison Avenue.

If you've been seduced by the graceful look of the new longer cigarettes, you've probably grumbled about the difficulty of fitting them into an ordinary case. At Lambert Brothers, however, you can buy a case to match. There's one for long cigarettes only, another for both long and short ones. They cost around $5 each in a silver-plated, engine-turned design; or for about $6, you may have the larger one in coloured enamel. Handsome enough for any lady or man to carry; or if you are feeling more flush, there is another version of this same case—a sterling one. Lexington Avenue at Sixtieth Street, is the address.

At Vendôme, 415 Madison Avenue, there are superb little plum-cakes, only about an inch square, drenched in honey and brandy. They're so good we can hardly bear to speak of them, and just right for two bites—one if you can't restrain yourself. About $1.35 for a large-sized round tin box. Lift the lid and swoon.

Schrafft's also has us with our tongue out. We would sit up and beg any day, but especially on cold days, for their brandied mincemeat, with a pungency all its own. We would share their plum pudding (in a nice pottery bowl) with only chosen friends. Some day we will sit down and eat a whole fruit-cake of theirs all by ourself. After all, none of these pleasures is expensive.

We have discovered a perfectly charming new little shop, which looks all the smaller for being in the Waldorf-Astoria. It's one of the Strausser Fruit Shops, and you'll find it over on the Fiftieth Street side. The shop is oval-shaped, and you stand in the centre, hungering for all the wares that bank the walls. There's perfectly usual fruit here, as well as the more hothouse-looking variety. The avocados in this place look like melons, and there are lots of arrangements of marzipan fruits and vegetables, for which we were ever a push-over. The curtains are made of that glass fabric; very appealing. (Continued on page 90)

Time for Hot Soup!

At the end of the ski trail—after a brisk hour's skating—or merely a cold morning hurrying about town—*then* is time for hot soup! Time for a warming, reviving soup—such as Campbell's Bean with bacon. This is just about the heartiest bean soup you've ever tasted—a thick bean purée brimful of plump, meaty beans touched off with the smoky flavor of fine bacon. A dish to deal capably with that day-laborer appetite you bring in with you from skimming across snow-dusted hills—or battling winds on wintry city streets. Serve Campbell's Bean with bacon, piping hot, at the end of your next ski jaunt. Perhaps add sliced "hot dogs" to it as the main dish for your after-sledding supper party. Follow it with a crisp salad for your own fortifying lunch on busy winter days. Any way the wind blows, when the occasion calls for a soup that's both appetite-quelling and delicious, remember—

Campbell's BEAN *with bacon* SOUP

LOOK FOR THE RED-AND-WHITE LABEL

Hat by Vogue Hat Co.

THE DRESS OF THE MONTH* IN DOTTED *Celanese** RAYON SHEER

A sophisticate's version of the shirt dress in a new Celanese fabric, Travelese,* that lends itself perfectly to the softly draped lines and sweeping skirt of this demure frock. Travels or stays at home with equal charm. Slotted pockets. Glittering nickel buttons. Crisp Celanese rayon Celbrook* collar and cuffs. Navy and white, black and white. Sizes 10 to 18. **$19.95**

*Reg. U. S. Pat. Off.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY

DISCOVERIES IN BEAUTY

Corday's "L'Ardente Nuit" needs no introduction as a perfume. The news lies in the brand-new Eau de Toilette to match, shown above, to complete the fragrant theme

WHETHER it is the stormy, hand-chapping elements—or the fact that a foreign emissary kissed your hand the other day—we have received many hand-conscious requests of late. We like this and are definitely in the mood to expound on the care of these overworked extremities.

Q-T-Kal combines the qualities of an excellent cuticle-and-nail-cream with those of a hand cream, if you can imagine such a simple (and perfect) solution. The preparation is done up in little pastel jars and lasts an amazingly long time, if you don't go in for wholesale slathering. Rub it well into nails and cuticle and watch for the rough edges to disappear. It helps to firm the texture of brittle nails, as well, and helps them grow to greater lengths than you have been able to achieve unaided. As a hand cream, it softens and smooths, and you might grow ambitious and use it on elbows, as well. Altogether a satisfactory preparation and one which should be given some serious thought, not a mere bimonthly trial. At Saks-Fifth Avenue in New York.

Polishields may remind you of brass knuckles at first glance, but their only devastating quality is to keep the home manicurists from being inveterate polish-smearers. You can buy these little metal gadgets in a set of ten, one for each nail. As each nail emerges with a fresh coat of enamel, clamp a Polishield well down over your finger-tip. In the end, the row of ten shining fingers is enough to amuse you, while the polish is drying, but don't hesitate to carry on as usual—your nails are completely protected. Also, you aren't nearly as fumble-fingered as you might expect, and it develops into a game to see what you can do, when you are Polishielded. At Hammacher Schlemmer in New York.

Tiptex is a nail-builder. A clear liquid, which dries almost instantly, it is applied around the wall of the nail and under the tip and acts as a definite strengthening agent. Excellent for nail-splitters and nail-peelers. Also, its application couldn't be less trouble, which is, we know, an item worth considering. You will find this at Bloomingdale's in New York.

VOGUE STUDIOS

Xandra baths, those bubbly, refreshing bath aids, are all done up in brand-new, lovely bottles, designed by Simeon Braguin. They are available at Bergdorf Goodman

ARNOLD GENTHE

Dear Elizabeth Arden . . .

Daily I receive hundreds of letters from my clients everywhere, seeking advice on skin care and glamorous make-up. I have selected some recent questions that will probably prove of interest to you because they are so timely.

Q. *My skin seems particularly dry at this time of the year. What would you advise me to do about it?*

A. I have two preparations that are indispensable for soothing and softening dry skin. Use Ardena Velva Cream every morning. Apply Ardena Orange Skin Cream every night and leave it on overnight, if possible. Your skin will be smooth and soft and so fresh-looking! This is the Elizabeth Arden way.

ARDENA VELVA CREAM $1 to $6; ARDENA ORANGE SKIN CREAM $1 to $8.

Q. *I have such admiration for complexions that look fresh and sparkling clean. How can I achieve that look?*

A. By following my simple cleansing routine morning and night, with Ardena Cleansing Cream and Ardena Skin Lotion. This is the way: Moisten a pad of cotton with Ardena Skin Lotion, then cover it with Ardena Cleansing Cream and cleanse your face and throat thoroughly. These two preparations must *always* be used together. Remove the Cleansing Cream with tissues, then pat the skin gently with a cotton pad moistened first in cold water then in Ardena Skin Lotion. Repeat this every time your face needs a thorough cleansing. For a quick cleansing, before renewing make-up, use Ardena Fluffy Cleansing Cream.

ARDENA CLEANSING CREAM, $1 to $6. ARDENA SKIN LOTION, $1 and up. ARDENA FLUFFY CLEANSING CREAM, $1 to $6.

Q. *My skin is very sensitive and finely-textured. Will you recommend a foundation for me to use?*

A. My wonderful new Feather-light Foundation Cream! This cream was designed for skins that are young and skins that are very finely-textured. It's feather-light and feather-soft; it gives your complexion a delightful glow and helps your powder to stay soft and smooth. Colors: naturelle, rachel and rose rachel.

FEATHER-LIGHT FOUNDATION CREAM, $1.00.

Q. *I've read about your new make-up inspired by your "It's You" Perfume. With what colors shall I wear "It's You" Make-Up?*

A. Wear "It's You" Make-Up with those new jewel colors that are the harbingers of Spring . . . turquoise, pearl-gray and amethyst; wear it with mauve pink and violet, with black or white.

"IT'S YOU" MAKE-UP BOX: LIPSTICK, ROUGE, EYE SHA-DO, $4.00.

Elizabeth Arden

691 FIFTH AVENUE • NEW YORK • PLAZA 3-5846

IMRA

cosmetic depilatory feminizes skin sweetly!

A new type of depilatory which removes unwanted hair without offending your finer sensibilities! IMRA,* a delicate, snow-white cream, is free of that disagreeable chemical odor you abhor * Now you can *feminize* your skin as pleasantly as you powder your nose, and almost as quickly! Smooth IMRA on...leave on only six to twelve minutes. Then, just *wash* it off, taking hair with it! Skin is smooth as alabaster, free of disfiguring hair. There's no odor in application...no odor to taint your skin or haunt the room! New growth, retarded, is baby-fine. *Ask at your favorite department or drug store for* IMRA. *Two sizes: 65c and $1.00.*

Good beauty salons are now featuring a professional IMRA treatment which you will enjoy. They also have for sale a *special giant size professional* tube of IMRA, at $1.25. Inquire about *both.*

*Reg. U.S. Pat. Off. U.S. Pat. Pending, Copyright 1940

PARFUMS CHEVALIER GARDE, INC., DISTRIBUTORS
730 FIFTH AVENUE • NEW YORK

DISCOVERIES IN BEAUTY

Antoine's kit is extravagant enough to charm the most "but-she-has-everything" lady. It holds so many beauty preparations, that name one, and there it is. Also (of all smart things) a sewing-kit

In Charles of the Ritz "Transcontinental" case, the sides unsnap to make it no trouble at all for you to get at the preparations, the centre space is free as air for extras, and the mirror is detachable

Germaine Monteil has two kits beautiful enough to satisfy your spirit. The smaller is a compact cosmetic kit, easily carried about. The larger has a removable cosmetic tray, with space beneath

VOGUE STUDIOS

Alexandra de Markoff's two kits are an effective contrast in ivory and maroon. Both hold an adequate assortment of beauty preparations, in the handsome white-and-maroon jars and bottles

CUBA

(Continued from page 63) not risk her reputation by allowing a man to call, or to take her to dinner, unless another woman accompanied them.

With their children, Cuban women are like hens. They hover over them, smother them with love, and produce them in quantities.

The Cubans move in families. If one member is going off for two days, eight or ten people will go to the train to see him off. If some one dies, they mourn forever in deep, heavy black.

You can not expect Cuban women, with their gardenia skin, to share your enthusiasm about the sun. They sit at luncheon with all the shutters closed and the electric light on. I used to fling open the shutters in my bedroom and let the sun splash in. At first they were horrified and wouldn't enter. Later they came in, but they wore coloured glasses. Neither can you expect them to swim in winter. They go through the balmy beauty of that season, waiting for spring before they go to the beaches.

LIFE IN CUBA

There is so much to do. At the Country Club, there is one of the best golf courses in the world. There are the Jockey and the Yacht Clubs. There are wonderful quail-shooting and tarpon-fishing. There is the Old City, where there are still architectural vestiges of arrogant Spain. The old convent of Santa Clara is a fascinating place. It is in a little city built within one block—public bath, its own cemetery, the workshops. One very rich young Spanish woman wished to enter the convent. Her father wouldn't let her. She insisted, so they built her a little doll-house in the centre of the courtyard, where she lived with her servants in this little metropolis.

In Cuba is the most amazing orphan asylum—the Beneficencia. It is not out of town, but in the city. You open a window from the crowded street, and there is a cubby where you post your baby as you would post a letter. No questions are asked, no documents are filled in. A bell rings. A nun comes and gets the discarded infant and puts it in the asylum. The Cubans are practical. There are three little places for babies in case there are triplets.

I went one day to a sugar plantation to see the sugar made. I stayed in the old Spanish house of the finca, where the patio was filled with beautiful flowers and the bath was bigger than a New York apartment.

It is fun to see the cigars made. How they fuss about the quality of the leaves and the artistry of the product! It is the same way when one sees tiles being made. They are like old Spanish tiles.

In the Fritas section of Mariano, you see white and coloured people, and Spanish jai-alai players dancing and making merry. There you see the real rhumba. The gestures, with all their meanings, are hard to explain to a puritan country. There will be an orchestra with people dancing—then a party arrives with its own orchestra—and starts up its own tune. No one minds. It all goes on together, three orchestras all playing different tunes at once. The Fritas section is the whole area of dives between the residential section and the "glittering" night-club districts. Fritas comes from the word "fry" because in this section they fry all the food.

Cuban food I adored. It is highly seasoned, but not sharp. Every rule of diet is broken in the Cuban cuisine. The Cubans have magnificent digestions, and they eat everything all the time. You go on a two-hour motor trip between meals, and you take a lunch-basket with food for the way. All day long you stop in at the lovely, big soda-fountains and have soft drinks or ice-creams made from the native fruits. The fruit is a dizzy tropical dream. When you are not rolling your eyes over some new fruit flavour, you may just be drinking a Daiquiri at a free bar. All the rum people dispense their products free, and there is a great rivalry in the way they make cocktails.

Or you may go and drink enormous cups of *café con leche*—coffee with hot milk; the milk is poured in the cup first, and a small amount of coffee added. Or sometimes they drink chocolate before going home to bed. Anything to have an excuse to stay up a little later—and eat a little more. The coffee is unequalled in the world. It is a ritual—they talk about it, discuss it, and sip it as if it were a fine essence. They grind coffee as they use it, and never a half-hour ahead.

WHERE TO DINE AND DANCE

I liked best the hotel Nacional, which is superb and is between Havana and the Vedado. Near the centre of Havana is the Sevilla. If you are to be there a long time, it is less expensive. There are also the Presidente, the Regina, and the Lincoln, which are still cheaper. The best restaurants are the Cosmopolitan and the Florida, the Paris, on a beautiful square, and the Zaragoza, with seafood a specialty. Also, there are the Miami and the Little Miami.

In the way of night-clubs, there are the Winter Casino, which looks like Monte Carlo, and the Summer Casino, which is out-of-doors. Then there is San Souci, which is an absolute fairyland, where you can dine and dance to a superb orchestra in the midst of tropical vegetation. The Château Madrid is another to see.

Go, on a moonlight night or for lunch, to the Dulce Nombre (sweet name), or lunch at the Rio De Cristal, which is a grotesquely fascinating spot with a river and stones painted all colours. It makes no sense and is lovely.

Half an hour from Havana is Cojimar—near an old fort, where seafood is a specialty. An hour away is Mariel on a beautiful road, where you eat *langostinos* (young crawfish) and see the Naval Academy.

If you want to bring back things besides a relaxed spine and memories of those haunting Cuban melodies that seem always to evade you—there are wooden bowls and cigar-boxes made from the native woods; perfumes, soaps, leather bags and slippers from alligator and crocodile skins, to be found at El Encanto, the big shop in Havana. The cigars and the Bacardi are choice, the hand-work is exquisite. In fact, everything in Cuba is superb except the noise—and that of its kind is superb, too.

Easy Winners . . . easy to wear, easy to care for—this Ivory-washable is a thoroughbred with clean, good lines. And with the very special flattery that superlative tailoring gives any woman. Muted, yet full-toned colors—four new ones—that keep their bloom in a quick (and inexpensive!) bath of pure Ivory Flakes! Soft spun rayon in Sea Gull gray, Panama blue, Atlantic green or Hibiscus rose. 10 to 20 . . . $22.95.

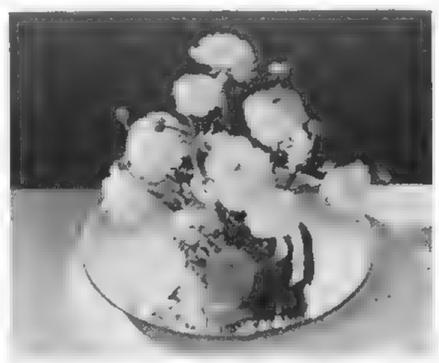
advise Ivory Flakes . . . 99 44/100% pure

PROCTER & GAMBLE • TRADEMARK REG. U. S. PAT. OFF.

SHOP-HOUND'S LATEST TIPS

(Continued from page 84) By the fireside, you can be a vibrant thing, and a warm one, wrapped in this hostess gown of green-and-red plaid wool. Down the front runs a panel of green rayon-and-wool. This you may procure at Bendel, on payment of approximately $45. You can wear it well on into the spring months; the wool's not heavy enough to stifle you.

In case you see young friends walking down the street with silver spoons on their lapels, you need not wonder how they got there; we will tell. The Gorham silver people have taken some of their regular little salt-spoons, put pins on the backs of them, and dubbed them "Spooners." You may choose from one of three styles at Black, Starr and Frost-Gorham, for around $1.50, and have a monogram thrown in, free of charge.



From Max Schling, 765 Fifth Avenue, comes this charming new centrepiece. The flowers, in a glass holder in the centre, are reflected in the mirrored circle about them, as though they were bending over water. About $4.50 for the size shown.

At Gordon Waldron, 620 Fifth Avenue, you'll find a new kind of glass—a squared-off one set on a square base. This was designed as a vermouth glass, by Count Theo Rossi, since vermouth straight is becoming more and more popular. It's also perfect for a miniature milk punch or for any short long drink or long short drink. Sipping is done from either the sides or the corners. The price for these is astonishingly less than you might think—only about $2 for a dozen.

As you have undoubtedly heard or seen by now, Perugina, the new Italian candy shop on the corner of Fifth Avenue and Fifty-Sixth Street, is a veritable gem. Their chocolates and other candies, which are as manna to all tasters, are wrapped in the most sumptuous boxes that the mind can conceive. For example, the box above is a coach, completely covered with red leather, and costs $28 or so. But if such prices appal you, be reassured. The flowery sprigs in the foreground are boutonnières made of pink and blue Jordan almonds, wrapped in pink and blue Cellophane, each fastened to a green leaf; great charm at about thirty cents a bunch. Lots of small hard candies in fruit shapes, about $1 a pound, including green peas. And chocolate wristwatches.

The ski stockings at the right are so thick and warm that you could really wear them around a (splinterless) house without your shoes on. They were made in America, of very heavy Scotch wool, woven on imported looms. The tops are elasticized, and, from top to bottom, they are heavily ribbed. These you will find at Abercrombie and Fitch. They cost around $5 a pair.

VOGUE STUDIOS

THE COMÉDIE-FRANÇAISE REOPENS

(Continued from page 72) And the Casino de Paris has reopened with its darling, Maurice Chevalier.

Between the classic works of the rich heritage of French comedy and the revues and café songs that make us laugh, there is no place at the moment for sad or thoughtful drama. Paul Demasy, nevertheless, has written three striking acts about Hitler, a play of great sobriety, without a feminine rôle. Yves Mirande's vaudeville is about to open at the Palais-Royal, where we will be reminded of our present troubles only by an air-raid alarm. Marcel Achard will perhaps find the happy medium between drama and farce in his new play, the simple story of an average Frenchman.

In short, the activity of the theatre is already important for this country in arms. The habit of going to the theatre has regained its old force. And whatever the quality of the performers, however divided the opinion of the audience, they unite for one moment in the same faith when, standing and silent, they hear the "Marseillaise," played at the end of every performance. An Army theatre is being organized that will take the most popular actors to the front, bringing the fictional quality of the theatre to those who are plunged in the hardest sort of reality.

DÉBUT UNDERGROUND

During the last war, it was not until December, 1914, that the Comédie-Française reopened. And only in 1915 did we have the gaiety of lighter comedy. The year 1915 saw the birth of "Fifi," that extraordinary operetta by Christiné that had the rare fortune to run up two thousand performances, including the night of the Armistice. The story of "Fifi" is curious. It made its début in the Abri Theatre, a theatre that really was an underground shelter sufficiently safe from the Big Berthas and the Gothas of the last war. The enthusiasm of the first soldiers on leave for the fresh and ravishing Alice Cocéa, making her début, was so evident that the piece had to be moved to the big theatre, the Bouffes-Parisiens, where it was still playing the night of the Armistice. Its gay music, its catchy tunes, were so amusing that, even in the middle of the war, they caused dancing to be taken up again with a frenzied passion.

Another celebrated actress came out of the Paris war-time theatre; in 1915, Yvonne Printemps played for the first time with Sacha Guitry in his comedy, "Jean de la Fontaine." Her youth, her grace, her voice, immediately conquered Paris.

BELGIUM RESPONDS

The Comédie-Française has even taken up its ambassadorial mission by going to Belgium to play some of the French masterpieces. Propaganda, not only for the theatre, but for France as well. The governor of a Belgian town, who was warned that there might be some pro-French manifestations during the performance, replied: "I certainly hope so!"—and, the same evening, as soon as the curtain went down on the last act, the Belgian public rose spontaneously and sang the "Marseillaise," to which the French actors listened with tears streaming down their faces. That is the glamour of the theatre; the contagion of magnificent drama transmits fervour and enthusiasm where it should glow.

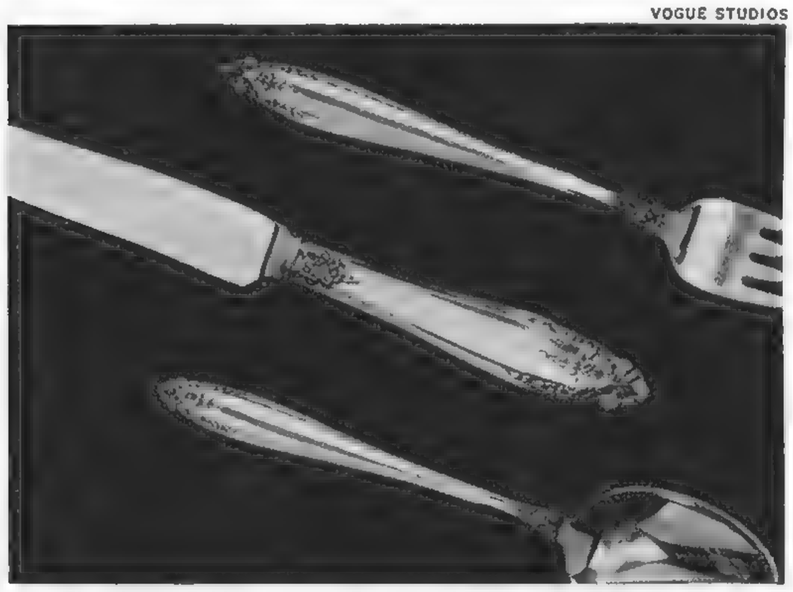
IMPERISHABLE FRANCE

And what importance if, at this moment, those who play the rôles of Grieux, Hippolyte, or Rodrigue no longer have the youth that their rôles demand. The spectators know that the young Horaces are at the front, and the immortal freshness of the French classical texts is enough to make them believe in the imperishable destiny of France.

And it is with hearts comforted and consoled that the audiences leave the theatre, admiring the Parisian sky above their unlighted city where now, for the first time, you can count the stars.

DESIGNED FOR A HOSTESS

VOGUE STUDIOS



Floral decoration blended with restrained simplicity—International Silver's sterling silver "Prelude"—with a garland design carved with the delicacy of a fine cameo

Headed South

in Enka Rayon

On the Seaboard "Silver Meteor"

Kay Dunhill Resort Prints

BOARD the Silver Meteor in a gay print and you'll feel you are half way south. Identified by the Enka Fashion Approved Tag—style-right and quality verified—you'll want several of these light-hearted frocks even if you are snowbound.

This Enka Fashion Approved Tag is the symbol of verified quality and approved fashion.

Twin heart print in a fine crepe of Enka Rayon **$6.50.** This and other Kay Dunhills will be found at your favorite store.

ENKA RAYON

THE FASHION NAME IN RAYON • STANDARD OF SUPERFINE YARNS

206 Madison Avenue, New York

YOUNG SHOES—YOUNG PRICES

HERE they are—more shoes of the "I-must-have-them" kind on pages 70 and 71...all selected for gay young things with less than ten dollars to ration out for each pair. Choose from them cagily—have an eye to every costume you'll wear them with—thus perpetuating the Flawless Look. Case in Point: the "Under-Twenty" clothes on pages 68 and 69. You'll find shoes to go with each of these costumes (and with many others that you may already have in your wardrobe)...neat, comfortable Oxfords for shopping...trim little opera pumps for afternoon...party-going red slippers for dinner and dancing...rough-and-ready shoes for life in the country.

Smoky grey alligator-calf strap shoe—the sort that's just right for your grey or navy-blue suit. This is a Rhythm Step shoe

Black baby calf opera pump, with a faille bow and bands to make it especially nice for afternoon wear. Franklin Simon has this

Brown alligator-calf and gabardine woven with "Lastex" for this spat-shoe that will give your foot slim, graceful lines. Gimbel Brothers

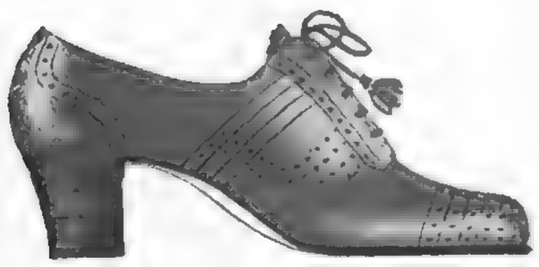
Black patent leather shoe—cut out for a light-footed look. Another one to shine with your little silk dresses. A Peters shoe

Black gabardine woven with "Lastex," brightened with a patent leather heel and narrow bands up the vamp. A Heel Latch shoe

Black suède step-in with a fold-over tongue—the versatile kind to see you through practically a whole day. This is a Rice-O'Neill shoe

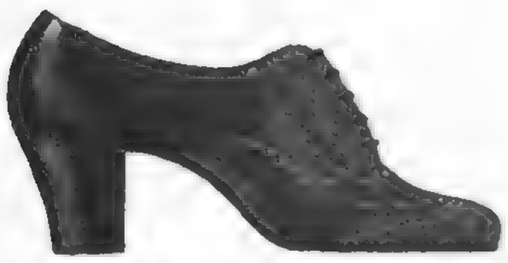
Smooth calf step-in with a high, stitched tongue, a walled toe, a scuffless Pyraheel. Companion-piece to your suits. Bloomingdale

Black llama calf Oxford—the easy-on-the-foot kind that's good for shopping days. This is a Natural Bridge shoe



Reddish brown llama calf Oxford —destined to go wonderfully well, in action and looks, with your country tweeds. From Enna Jettick

Brown reversed calf and lizard calf for an Oxford known as "The Lazy Lacer"—one little pull and the shoe is laced. Nettleton



Navy-blue calf and lizard-calf for an Oxford that's trim enough for your town costumes, comfortable for all-day shopping. Foot-Rest

Brown calf Oxford with reversed calf covering the moccasin toe. The sort you'd pack for country week-ends. Matrix shoe; Cammeyer

Boxy shoe of blue grained calf, piped with white, on a rubber sole —perfect accompaniment to a sports-loving life. Bloomingdale

Cordovan-coloured calf saddle Oxford on a "Du-Flex" sole—the kind of classic you always want to have in your shoe wardrobe. Altman

Dark brown calf Oxford, with a fringed tongue. The slightly turned-up toe minimizes your foot. Hill and Dale shoe from Lord and Taylor

JACKETS FOR THE SNOW-BOUND

Heading for the North—a hooded ski-jacket, long and gathered at the waist-line. Of natural-coloured cotton poplin (wind-proof and water-proof). A Picard jacket, from Saks-Fifth Avenue

Natural-coloured English cotton poplin again—this time with a navy-blue shoulder-yoke topping it. Talon-fastened from shoulder to waist. Nice for skating. A Tyrol jacket at Wanamaker

Dark green Sierra cloth ski-shirt—with knitted bands at the round neck-line, wrists, and waist to keep the snow from creeping in. It's water-proof, too. A White-Stag ski shirt, from Lord and Taylor

Red baby buffalo—soft, warm, and bulky as sheep-skin—lines this navy-blue jacket of Stoneface cotton poplin. Good barrier against the cold. A Bradley jacket, from Arnold Constable

THE STRANDS BREAK

(Continued from page 64) After two wars, a man of fifty can not come back. A woman who has lost a husband in one war and a son in another does not come back. People who, after the last war, reconstructed their lives, who saved money, who educated their children, who tried, within the limits of their personalities, to live according to the law and the traditions of their class and country can not come back.

WHAT OF THE CHILDREN?

And what of the children? Are they to be regimented, drilled into industrial automatons? Are they to rebel against the world they have been born into? Are they to give up, relax, and let things go? This war is at once the end of something and the beginning of something. What about the children in the totalitarian states? They will grow up. What about the thousand problems of the evacuated children? Many will refuse to go back to the homes they came from. Many homes will refuse to have them. Already some parents are feeling the relief of having no children. It gives them more money for the pictures. What about the publicity now given to the fact that many children are less house-broken than dogs?

There are funny stories about them. Those stories are about as funny as Dorothy Parker's, which are among the most tragic I have ever read. There is the one about a woman asking her little *évacuées* if they have had a nice morning playing. "Oh, yes, we had a lovely morning; we were playing at having a dog's funeral. We buried it over there." They had killed the woman's Cairn terrier and buried it. There are children who refuse roast beef and ask for fish and chips.

The social shake-up is complete. All classes are being conscripted. Taxation will level things further. Soon upper- and middle-class people may be on the dole. Big estates, big fortunes, and even small ones will cease to exist. Then there is the loosening of all bonds, the recklessness due to war. Women and girls are driven by some unacknowledged urge to get men while there are men. Since so much has gone, since there is no security, nothing matters. The Government has placed the unmarried mother, whose man is at the war, on an equality with her married sister. Civilians injured in air-raids are promised pensions. Shops and places of amusement offer air-raid shelters as part of their service. Prostitutes walk the streets scented heavily.

Yet even now life is superficially the same, the same lunches, teas, and dinners, though one has to consider the difficulty of getting home, but it is wearing thin. This is not only so in England. All Europe has been stirred like an ant's-nest. There are fifteen million men under arms—fifteen million torn away from their homes—a cause great enough to produce a great effect. It is war, but it is much more than war. Something must happen after it. Some reconstructions, some new system, or this war like the others will settle nothing.

There has been much talk of inefficiency and little of the astonishing achievement of the preparations. Nothing of the response of the most pacific people in the world to the greatest war effort the nation has yet put forth. Nor of the solidarity of the people. This is everybody's war. It may be more terrible than anything yet seen. Our enemies may by some device starve us, or reduce our cities to ashes, to skeletons of broken bricks and twisted steel, or it may continue as it is...a war of nerves and attrition. Either way, the England we know is gone, the world we know is gone. But England is not gone. It is there and will stay there with its people, its trees, its woods and fields, its brooks and rivers. This was in my mind while I was waiting for my ship. It was in my mind as I watched a balloon lying at rest like a grounded whale in Grosvenor Square.

My friend's house in the country was a villa, detached and standing in a small garden that had an apple-tree and a small lawn at the back and a small lawn with no apple-tree in the front. It was gabled and timbered, fantastically Tudor. They had taken it as a refuge from London. They had a small baby. In order to cut costs, they were sharing the house with another couple. I was the sixth person to come and live in a house that at one time I would have considered small for a couple. We divided all expenses...rent, the servant who came in daily, coal, and food...by five.

DAYS IN A VACUUM

The days passed in a strange kind of vacuum. There were telephone calls to Cooks, there were letters to Cooks and from Cooks about the sailing date of the *Statendam*. There was another visit to the passport office for an extension of my exit permit. There were the papers morning and evening. There was the radio with its news broadcasts. There were meals—the only shortage was bacon—and the dishes to do afterwards. There was coal to be brought in and wood to be cut. And about us all, wrapping us as it were, was a feeling of loss that permeated everything and made nothing actually seem worth while. Without to-morrow, to-day was useless. Civilized life is based on the illusion of continuity. Rooted in the past, it must be able to look forward to the future. Religion is based on this premise of continuity, of life after death, without continuity man is lost utterly in a maze of isolated days.

Those weeks were like weeks spent outside reality. There were the days before, there was a practically non-existent *now* and a nebulous future. There was a certain animal pleasure in the simple fact of being alive, a certain consciousness that one had limbs, that they were jointed and moved in a way that was, when one came to think about it, quite remarkable. There was a curious objective interest in one's own behaviour. Beyond this, there was nothing but a heightened appreciation of the beauty of the country of the trees changing colour, of their forms, of the smell of burning hoof from the forge and singing of a hidden wren in a thorn hedge. It occurred to me suddenly that we were living a communal life. (Continued on page 95)

PARIS — NOW

(Continued from page 67) women have let Perugia or Cedric muffle their ankles. There's also a sudden appearance of gaiters—Madame Laubeuf wears Casale's red felt ones.

Hats still remain a problem. Talbot is having a success with her stitched satin Renaissance off-face bonnet or helmet. (See page 40.) The Duchess of Windsor wears it in various colours trimmed with a quill or flowers. Talbot also makes stocking-caps of knitted silk that twist into knots at the top side of the head. Suzy leaps from conservative wool mesh turbans to eccentric off-face felts with rolled brims. She also makes flattering hats of a new mesh gauze trimmed with flowers. Descat has new, sane, well-constructed small turbans.

Head-dresses are coming back for evening. The Hon. Mrs. Reginald Fellowes and Madame Lopez-Willshaw, two women who cling tenaciously to brushed-up hair, let their hair down at night in chenille snoods. The Marquise de La Moussaye parts her long hair in the centre and crosses her long braids like a halo on top. Over this she pins a square handkerchief of black mesh veiling—very Spanish. The Baronne Philippe de Rothschild and the Duchess of Windsor both part their hair in the centre and roll the sides into cornucopias above each ear. The back hair rolls softly at the base of the neck.

We have discovered the strangest activities going on at the couturiers. Creed, for example, keeps a whole atelier working on children's clothes for evacuated children. The little models are very captivating, made out of all the odds and ends of fine Creed woollens with all the Creed technique and finesse. They would sell for shocking prices, but he gives them all to Isabel Kemp's organization to distribute in the evacuated districts. They certainly will educate the younger generation to Paris smartness! Captain Molyneux keeps his salesgirls and workrooms busy knitting for the soldiers when work is slack. In fact, when you go into any of the *couture* houses, there is a knitting-bee atmosphere.

One of our favourite Paris wartime stories is about the fate of the magnificent furniture of the Lopez-Willshaws. Some of it originally came from the Palace of Versailles, and most of it is of museum quality. Mr. Lopez, with a thought for posterity, willed the best of it to the Louvre, which was duly recorded in the Louvre's inventories. The first week of the war, a huge van drew into the Lopez courtyard, and instructions from the curator of the Louvre were presented to the butler to the effect that they had come to rescue their property. The furniture was packed and driven away to be hidden in the country until after the war, leaving the huge salons of the magnificent Louis XIV. house bare. Fortunately, there is one sitting-room with no museum furniture, and it is there that all the guests sit after the Wednesday buffet suppers.

BETTINA WILSON

THE STRANDS BREAK

(Continued from page 94) That what we were doing was a kind of involuntary economic communism, and, more important still, that none of us had noticed it. Drawn together by circumstance, by fear, by reduced incomes, we were getting on in an astonishing way, putting up with one another, liking one another even.

This is perhaps the beginning of a phase that has come to stay. The choice before long may, with many people, be whether they will reduce the standard of their living or the standard of their privacy. Man by nature is gregarious and equipped to live in groups.

At last I got the letter I was waiting for. The boat-train left Waterloo at seven-thirty. It was full of refugees from Europe. We sailed in the forenoon. The trip was so rough that the port-holes were battened down, and we had to burn lights night and day. Many people had stories to tell of hardships and horror. Some it was said were travelling first class because they thought they would get through the emigration authorities more easily. There was no drinking on board. Hardly a soul was ever in the bar. There were arguments at tables between English and Germans sitting together. There were all nationalities on board, and all were doubtful of one another. All silent and troubled. On the last day, the Jews held a service in the tourist salon—a Thanksgiving. They were coming to the promised land. During the night, the ship's engines stopped. We had arrived. I got up to look out of the port-hole. There, framed in a circle of brass, was New York City, its towers bright, sequinned with lights. There were white lights, red lights, green and blue lights. There, in the night-sky, was the pink glow of the city, the biggest city in the world where men still slept in peace.

The emigration officers had a difficult time. There were passports of every kind; there were forms, certificates, and photographs. The Americans had their passports taken away. There was a baby that had no papers. It had been born on the trip. A few were turned back...an old man very clean and pink, stout, with a grey Homburg hat and a pointed white beard, was turned back. He had his yellow landing ticket in his hand. They had refused to stamp it. He held it high, as a woman might hold a fan, and moved it round and round with small circular motions. His lips were trembling. His wife followed him. She was also old and stout and clean. Dressed in her best—a black cloth coat with a worn fur collar that had turned a little brown. She had on a little hat like a pie. It had slipped sideways, she held a big pocketbook and a shiny, round, oilcloth hatbox in her hand. She was crying. What happened to them? I do not know; nor their names, nor where they came from. And what is one old couple among so many? Among the hundreds and the thousands who have been uprooted. Just this—that we have been conditioned to think in terms of hundreds and thousands, in terms of vast disasters, in terms of Abyssinia, China, Spain, Czechoslovakia, and Poland; to think astronomically and to forget that masses are made up of units, and that the units are people like ourselves.

Burdines presents Mantilla

Lace-light undies of mantilla-like loveliness for South-bound senoritas. Zephyr-cool, delightfully sheer, to keep your charm intact, your spirits high, from siesta-time to fiesta-time. And there'll be no work to mar your fun in the tropics — because Mantilla *(man-tee-ya)* Intimates tub in a trice, and need no ironing.

Vanity Fair

SUMMER INTIMATES

Plan an entire wardrobe of Mantilla underthings for your Southern sojourn — *skintites, briefs, panties and bandeaux in lace-like rayon and silk.*

Burdine's

MIAMI AND MIAMI BEACH

even ashore...you sense the difference

And it's a difference that doubles your enjoyment. As a privileged visitor from the Great White Fleet you've the feeling—even in the farthest corners of the Caribbean—that you "belong". People are friendly, courteous, eager to please—you're especially welcome. And your gleaming American Flag liner—so perfect a passport to pleasure ashore—assures equally gay, informal times at sea; designed for tropic cruising and first class throughout.

Cruises to the WEST INDIES and CARIBBEAN

Sailings from New York: *Weekly*—15 days, $210 up, to Costa Rica, Havana, Panama Canal. 15 days, $210 up, to Colombia, S. A., Jamaica, Panama Canal. *Also: Fortnightly,* 26 days, all expenses, $295 up, including two weeks exploring the Highlands of Guatemala; calls at Santiago, Cuba, and Puerto Cortes, Honduras. Ask about other services from New York and New Orleans.

For colorful descriptive cruise folders ask or write any Authorized Travel Agent, or United Fruit Company, Pier 3, N. R., or 632 Fifth Ave., New York; 111 W. Washington St., Chicago; 321 St. Charles St., New Orleans; Pier 9, North Wharves, Phila.; 462 Boylston St., Boston; 1514 K St., N. W., Washington, D.C.

great white fleet

TURNS WITH A GOURMET

VOGUE STUDIOS
After-dinner coffee has special charm when it appears on this "tête-à-tête" set of hand-painted French china in water-colour shades with little round cups; Alfred Orlik

THE one thing that would inspire in us a desire for a beach-comber's existence is the thought of lying beside a tree and having fruit fall down beside us in a state of perfect, golden ripeness. If you have the same idea, but can't take time off for beach-combing, we will tell you the nearest thing to it. You can have fruit picked just for you at the moment it reaches its peak of perfection and sent on to you practically from the tree.

This tree-to-table system is one of the inspired ideas of an organization in New York known as the Direct Shipping Corporation and works like this. The oranges and the grapefruit hang ripening on the trees in Jessica Groves, which are on a long, sandy island that lies off the coast of Florida. There, in the ideal combination of sun and moisture, the fruit ripens with a specially delectable flavour, until you write that you want some of it. The very day the groves hear about this, your fruit is picked and sent off to you. It is a pretty idea—these bright, juicy oranges, and grapefruit plucked just for you, washed in spring water, and shipped off post-haste, but it seems an even better idea when you eat the fruit.

These Direct Shipping people have other pleasant suggestions along these direct-to-you lines. One is something called paddled syrup, from Vermont. It is a sort of soufflé of maple syrup, thick enough to spread, but not runny. It is made by heating maple sap syrup, cooking it, and then working it with wooden paddles. The paddled syrup comes in pottery marmites that you can use on the table, or in paper containers for the pantry. Or, if you feel up to paddling your own, you can order a superb maple syrup and follow directions that come with it.

A third discovery is the Friendly Neighbor coffees, which are sold only in the bean. These distributors feel—and how right they are—that the best compliment you can pay fine coffee is to grind it freshly, and they will sell you a coffee-grinder, or you can buy one in your own shop. (Remember the old grinders the cook used when you were a child, with the coffee going into a little drawer and the whole kitchen smelling so wonderfully?) As to the Friendly Neighbor coffees, Pico is a blend of coffees from different parts of the world, a coffee with authority, excellent for after-dinner. Altura is an All-American blend, smooth and good.

For information and prices about these things, you write or phone to the Direct Shipping Corporation, 32 Bedford Street, New York City.

If you have recovered sufficiently from Christmas to give a party, there is a man in New York who can help you a lot with it. His name is Rhode, and he has a little shop called Hors-d'Œuvres, Inc. And out of this establishment come some of the most delectable tidbits we have ever eaten. They are not the usual sort of thing you might order from a caterer, rather the kind your own cook might provide if she had imagination and unusual ingredients.

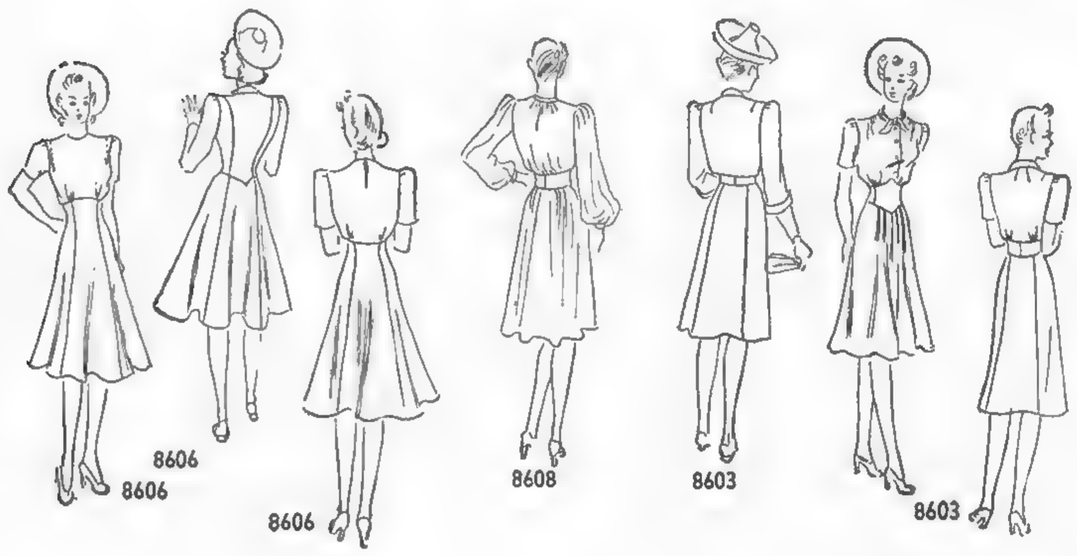
For example, there are Westphalian Ham Suisse, little cornucopias of ham rolled around a delicious cheese mixture; and Salami *au Fines Herbes,* a fondue of herbs in a thin shell of salami. The Bread Rings Farcie are like miniature round loaves of bread stuffed with a spicy filling and cut down in slices; and the smoked salmon on black bread is something to make enthusiasts ask where you got it. The canapé mixtures include less usual varieties, such as hazelnut spread, anchovy butter, and *fines herbes,* as well as the simpler chicken and tomato and such that are nice for tea. And the toast on which these rest is toasted three times, so that you can depend on its not wilting for two hours.

You can also get such welcome additions to your menu as melon slices with rolls of Parma Ham, roasts, hot or cold, wonderful things *en croûte,* and other *spécialités.* Everything is made to individual order; there isn't a sign of anything to eat in the shop. Place your order five hours in advance and state whether you want things plain or decorated. Send your own bowls or platters, if you like. Address: 128 East Sixty-Sixth Street. Telephone: REgent 7-0230.

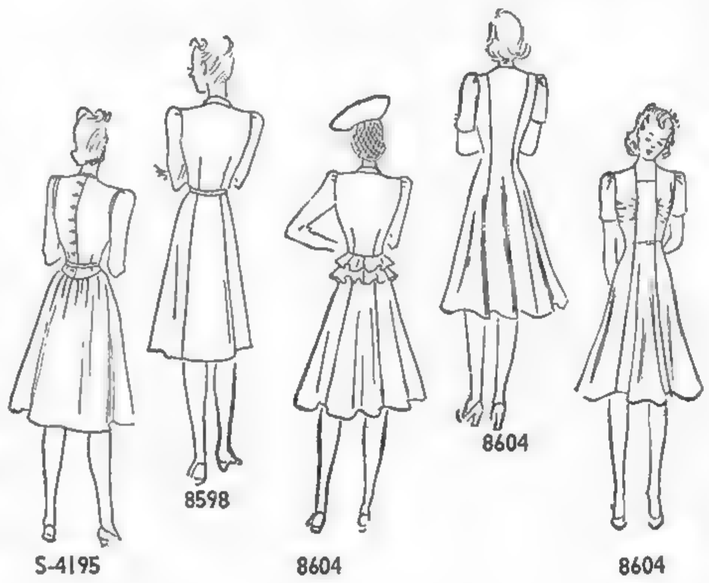
Note: Maison Glass has a new shipment of the superior Marron Purée, from the famous French *marron* house, Clement Faugier. Superb served with fowl; and a de luxe item for the emergency shelf, since it requires only a few minutes' preparation for serving.

BERTINA FOLTZ

DESIGNS FOR DRESSMAKING



These are other views of the Vogue Designs for Dressmaking shown in greater detail on pages 82 and 83—your first spring sewing. They are designed for sizes: S-4195; 8608, "Easy-to-Make"; 8598; and 8604; in 12 to 18, 30 to 36. No. 8606 and 8603, "Easy-to-Make," designed for sizes 12 to 20, 30 to 38



PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT, AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 101.

Here's a TIP

(IVORY TIPS PROTECT YOUR LIPS — also made with Plain Ends)

THIS LUXURY CIGARETTE COSTS ONLY A FEW CENTS MORE THAN ORDINARY BRANDS —

Infinitely finer tobaccos for a tiny difference in price. A product of Philip Morris.

MARLBORO

America's Luxury Cigarette

FOR THOSE WHO CAN AFFORD 20¢ FOR THE BEST

it's Modern to be moderate with... CINZANO

ITALIAN (*Sweet*) Alcohol 15.6% by volume

Have you noticed the *trend* toward more moderate drinking... that it is the smart thing to serve Cinzano Vermouth before meals and at parties?

So many people enjoy Cinzano Vermouth —iced—with soda. Or Cinzano, straight and chilled, with a twist of lemon peel.

No wonder. Cinzano is a world-famous vermouth... mild, piquant, agreeable. Its flavor is wonderfully different... a reason why Cinzano is choice by itself, and well-chosen when you're mixing cocktails.

CINZANO

VERMOUTH

Canada Dry Ginger Ale, Inc., New York, N. Y.
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"TROPICAL TRIUMPH" BY Leighton

TISH-U-FELT*. . . light as a breeze . . . lush as a Georgia peach, this hat is top fashion for every modern . . . around town or headed South . . . Drapes into natural lines of flattery . . . holds its shape. In sun glow colors. $5

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*Reg.

New York.....Arnold Constable & Company
Detroit.....J. L. Hudson Co.
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Denver.....Denver Dry Goods Co.
Des Moines.....Younker Bros.
Fort Worth.....Washer Bros. Inc.
Indianapolis.....L. S. Ayres & Co. Inc.
Kansas City....John Taylor Dry Goods Co.
Louisville.....Stewart Dry Goods Co.
Nashville
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Scruggs-Vandervoort-Barney, Inc.
Toledo.....Lamson Bros. Co.
Washington.....Woodward & Lothrop, Inc.

and other fine stores throughout the country, or write LEIGHTON HATS, 417 Fifth Ave., N. Y. C.

VOGUE'S KEY TO SKIING IN CANADA

OF all the excellent ski terrain within week-end reach of New York, one of the most consistently and happily snowed under is, of course, the Laurentian country north of Montreal. Each winter, more and more Americans cross the border to ski in Canada...and Canada welcomes them this year, without passports, just as before. Each winter, more inns and lodges dot this ski-scape. To help you choose just the right one for your week-end or your month on skis, Vogue publishes this key to Canadian ski resorts.

Where you stay will depend on your pocketbook, your companions, and whether you like dangerous ski-jumps like Kandahar or simple slopes like Presqu'ile. You can make the trip by Canadian Colonial Airways (three planes leave daily) or by train. If by plane to Montreal, the trip to the Laurentians can be continued by train, bus, or plane...planes with skis, mind you! Or you can be met by planes from several of the Laurentian inns. Gray Rocks has its own plane service, as does Domaine d'Estérel.

NYMARK'S, reached from Piedmont or Saint Sauveur stations, is a lodge of logs that has room for about three hundred guests. It is at the foot of "Hill 70" and only a whisk from the Canadian village of Saint Sauveur. There are three ski-tows. It is essentially for expert skiers or the college ski crowd who live for skiing and skiing alone. However, all winter sports are available. Snow Specials are run every week-end from Montreal, and the inn is popular with the college ski crowd.

THE CHANTECLER, reached from Sainte-Adele, is one of the most colourful of the Laurentian hotels. It manages to make a bedside telephone and wood-pegged pine furniture fit into one picture. The interior decoration is charming. There are two ski-tows and a ski school. Due to the elevation, you can be assured of deep snow. They concentrate on hearty French-Canadian food.

CHALET COCHAND at Sainte-Marguerite station, a roomy hotel pleasant for family groups, as each member will find a special amusement. Countless ski-trails provide descents for amateurs and champions. There is a Swiss ski school with good instructors. Artificial lighting for practice hills and tobogganing makes the moon just an incident. A new Alpine overhead steel cable-chair tow has been installed. By the way, the Valhalla tavern is stocked with fine liquors and wines. A bottle of wine, a ski-tow, and thou.... Jack Miller is the ski pro.

ALPINE INN, at Sainte-Marguerite station, is reopening on January 22 with a new log inn of Norwegian farmhouse architecture. There will be fifty-six rooms, thirty of which are equipped with private baths. The lounge and mezzanine will be the same size as in the old Alpine Inn. There has also been installed a Finnish steam-bath. Heinz Von Allmen, the noted Swiss ski champion, is in charge of the ski school.

DOMAINE D'ESTÉREL, from Sainte-Marguerite station, extraordinary modern architecture in the simple setting of French-Canada. There are three main buildings and a cottage colony.

Very luxurious living at Domaine d'Estérel is at the Hôtel de la Pointe-Bleue, which is indeed ultra-modern. You may live at the Rustic Lodge in dormitories or double bunk rooms inexpensively, or you may take a cottage at still lower rates. There are also more pretentious villas of stone and stucco. There is a community centre with shops, grocery store, bakery shop, hair-dressing parlour, and movie theatre. There is a ski school, and there are skating instructors and hockey teams. The Hôtel de la Pointe-Bleue is famous for its food, which is definitely "cuisine."

LAURENTIDE INN, at Sainte-Agathe des Montes, is a simple, rustic inn noted for its open ski slopes and for its famous trails, from Presqu'ile, suitable for beginners, to David Downhill, one-third of a mile long with a drop of four hundred and eighty-four feet and only for the most expert of experts. Sainte-Agathe Ski School is conducted by Henrik Reusch and Eddie Huber. The ice igloo cocktail lounge is here and the Little Alp Ski Club, which has an orchestra for dancing. There is a natural ice-hockey rink in the quaint town of Sainte Agathe, which is one of the most charming of the little Laurentian villages. For those who prefer them, there are cottages with fireplaces. Nice idea for group or family ski parties. One of the most exciting sports here is being towed in back of an airplane whose wings have been clipped.

GRAY ROCKS INN at Saint Jovite, at the foot of Mont Tremblant, the highest peak in eastern Canada. The fastest downhill races in North America are held here. The ski school is under the direction of Hermann, a former partner of Hans Falkner. There is a new ski-tow to Sugar Peak. The famous Kandahar, which drops two thousand feet in two miles, has its start here. The inn is comfortable, but not luxurious, and definitely indicated for the serious winter sportsman or woman. The famous Seppala Kennel Siberians are used for the dog-teams. Incidentally, you may find yourself coming home with a puppy. The Gray Rocks Air Service operates between the air base at Gray Rocks Inn and the Cartierville airport at Montreal. Have your baggage examined at Montreal, as the Gray Rocks port of entry is forty miles from the inn.

MONT TREMBLANT LODGE, at Lac Mercier, is the newest and largest place in the Laurentians. Built on the lavish scale by one of the grandsons of Thomas Fortune Ryan, it can accommodate three hundred and sixty guests. The interior decoration is true in form to the French-Canadian peasantry, but the scattered bars, luxurious dining-rooms, and intimate grills are comfortably as well as handsomely done. The Hans Falkner Ski School will be there this winter, and the well-known Eric Stromm will be one of the instructors.

For those who wish to stay inexpensively in the Mont Tremblant settlement, there is a group of gaily painted, one-windowed, three-bunk cottages built (Continued on page 99)

VOGUE'S KEY TO SKIING IN CANADA

(Continued from page 98) around a community bathhouse. This same little community, known as "The Flop House," boasts its own cafeteria and bar. It will no doubt be the centre of the youth movement at Mont Tremblant. Incidentally, there is a fine new chair ski-lift here, and it is at the foot of the Quebec-Kandahar and Taschereau trails. Mont Tremblant guarantees snow from December 15—weather-man or no.

And if when you get to Montreal you choose, instead of going into the Laurentians, to go on to Quebec City, you will find the joy of exploring this most fascinating old city almost equal to the joy of the wilds of the Laurentians.

CHÂTEAU FRONTENAC for those who like a "season" in a smart hotel. Especially gay during Christmas holidays or to celebrate New Year's. For the skiers, there is a bus to Lac Beauport, where there are splendid trails. On the château's rink, you may figure-skate to your heart's content. Here also is a famous dog derby followed by a dog derby ball, which is the height of social fun. Naturally, staying at a luxurious hotel in a city is very different from staying in the Laurentians. Your night-life will be more strenuous; you will probably not get in as much outdoor fun. But this is a matter of personal taste—maybe it's more night-life that you crave!

Going west, young skier, you come to the famous Seigniory Club, where you must have charter, life, term, or ordinary membership to stay. It touches sky prices, if you keep a budget. The Seigniory Club ski meets are among the best-known events in Canada, and the Seigniory Ski School has turned tyro members into skilful skiers. The picturesque old manor-house was formerly the home of Louis-Joseph Papineau, a famous figure in Canadian history.

Farther west are the famous lodges of the Canadian Rockies. Here altitudes for skiing vary from four thousand five hundred feet to eleven thousand feet, with contours of every variety. The snowfall is abundant, and there is plenty of the dry, powder snow that speeds skiers to their utmost pleasure. Banff is world-famous as a skiing capital. Here you will find excellent accommodations at your price. The Sunshine Ski School of the Canadian Rockies is located here.

JASPER NATIONAL PARK, once home of bighorn sheep and caribou, is now a haunt for skiers who take skiing so seriously that it is a business and not a recreation. Famous ski champions come here to take their training, and, for the amateurs, there are guides who ride trail and range during the summer and discard saddles for skis in the winter. This is definitely rough-and-ready skiing, and nothing could be better if you have a few weeks vacation and a yen for a thrilling experience.

A HABITMAKER with "Free Action Sleeves"

"BETTER SWIM THE CALIFORNIA WAY IN CATALINAS!"

Once more at Palm Springs, winter rendezvous of society and Hollywood's screen-elect, Catalina passes in preview to win highest swim suit honors... the just reward of Catalina's inimitable California styling, and the figure-flattering magic of CONTROLASTIC!

Styled in California for the Stars of Hollywood, Catalinas for 1940 are the obvious choice of women who seek the utmost in sophistication, distinction and verve. You'll find Catalinas featured by leading department and specialty stores the world over.

Write Dept. V. for illustrated booklet showing new Catalina Swim Suit Styles. Pacific Knitting Mills, Inc., 443 S. San Pedro St., Los Angeles, California.

The above screen players are all featured in New Universal Pictures

COLORS BY PERC WESTMORE

—Catalina's famed color-consultant, and internationally-known studio make-up man for the Hollywood stars.

Catalina

SWIM SUITS AND SWIM TRUNKS

LOOK FOR THE FLYING FISH

Catalina's exclusive cable stitch is used in this snug, half-skirted suit of knitted Celanese and CONTROLASTIC. Contrasting knit in fitted waistline. $8.00. Worn by Peggy Moran.

Youthful mio in a winsome Sanforized Sea-Sheen print, a new dressmaker cotton satin, superbly soft, in new colors freshly combined. The skirt is detachable. $4.00. Worn by Anne Gwynne.

Smooth, and lustrous, this suit of satin CONTROLASTIC...styled with a flattering princess flare skirt, fitted bra. Beneath it, an inner suit of silk jersey. $5.00. Worn by Joy Hodges.

There's perfection of fit in this quarter-skirted suit of satin CONTROLASTIC. Contrasting bra is of silk jersey... carefully lined. Zippered back. $6.00. It is worn by Helen Parrish.

Handsome Jacquard leaf pattern in this princess suit of knitted wool and Celanese. Fitted bra is lined...and under flared skirt are matching wool trunks. $6.00. Worn by Anne Nagel.

Vogue's PHOTOGRAPHIC CONTEST

(See page 16 for announcement and rules)

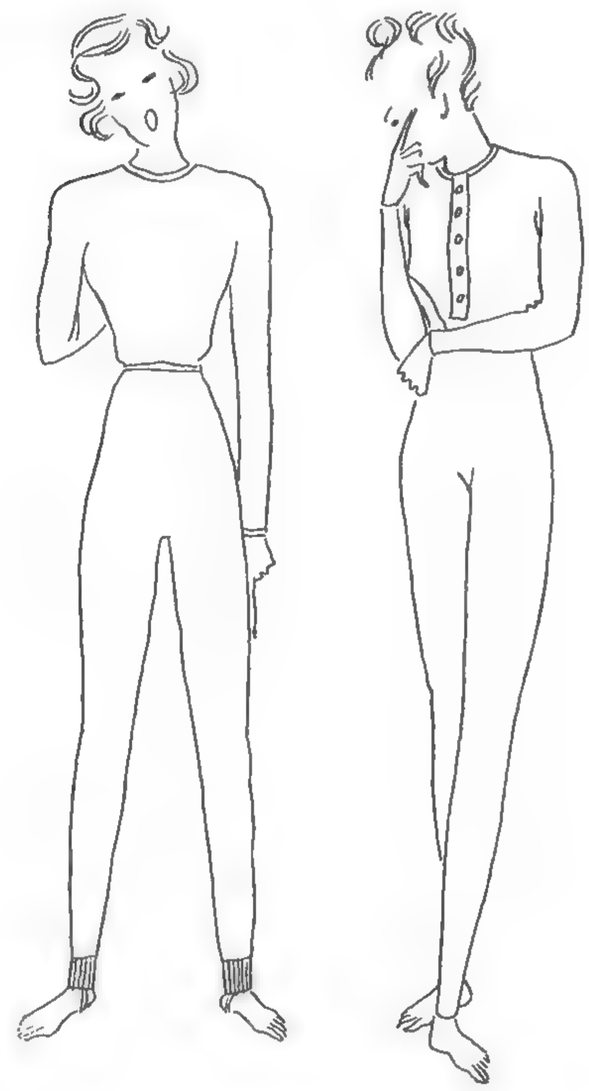
Can you solve this problem?

Here is a sample of the type of problem that will be presented in Vogue's Photographic Contest (see page 16 for announcement and contest rules). This problem is, of course, not a part of the contest, but you might have a try at it just to test yourself and see how your own efforts compare with the example.

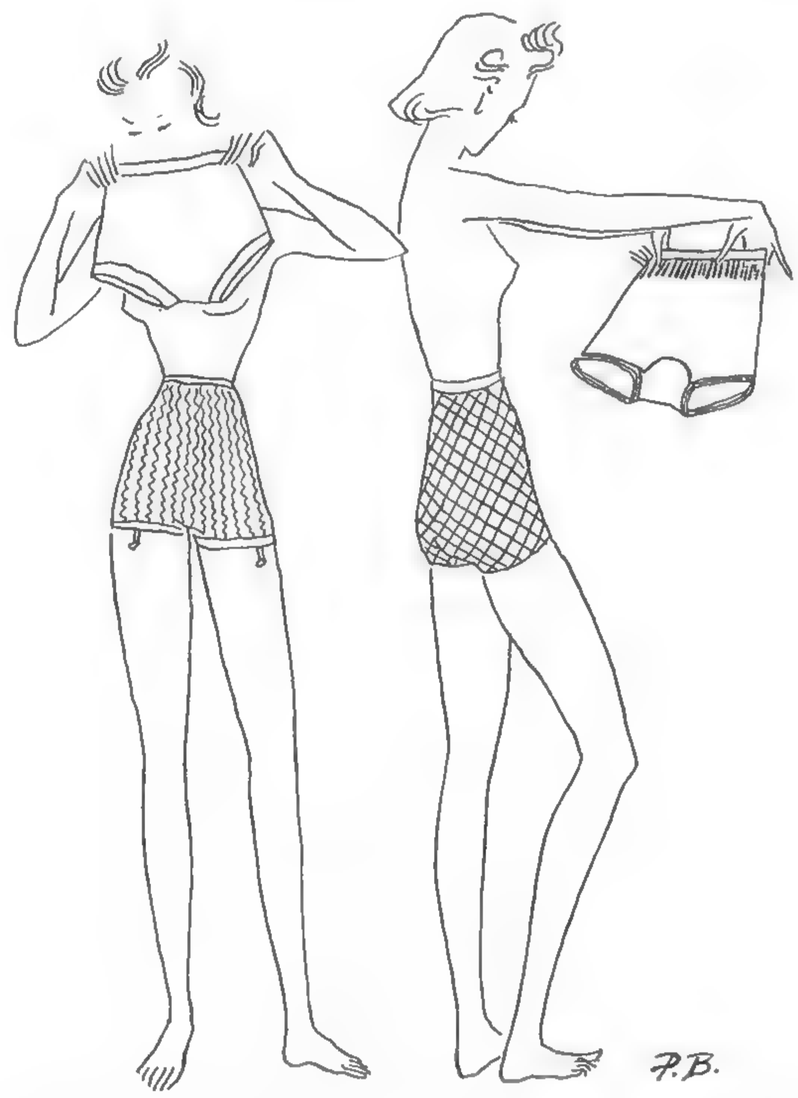
The three pictures shown above are examples of the many ways in which to treat a specific photographic problem. The problem is to photograph a young woman in outdoor campus clothes against an interesting background, with props and accessories suggesting a college atmosphere. Imagine that your photograph is to be used as an illustration for an article dealing with fashions for college girls.

The clothes must be shown clearly, and the texture of the material emphasized. At least a three-quarter view of the figure is required. The finished photograph should be an 8 x 10 print or enlargement, on semi-mat paper, double weight, unmounted. The print must have brilliancy and sharpness. It must be finished in blue-black tones. Do not submit prints on cream or buff paper.

UNDER YOUR SKI CLOTHES



• Comes winter, with waxing of skis, sharpening of skates—and clothes for winter sports. Here's what's at the base of them . . . things to keep you warm, sleek . . . and still unhindered • (Above, left) Instep-banded to prevent crawling up—with a shirt-like top so you can doff your jacket and still be presentable—Carter's "Ski-Whizz" of blue cotton. Lord and Taylor • (Right) Red as Victorian flannels—Munsingwear's wool-and-cotton contribution to under-cover comfort. Lord and Taylor



• (Above, left) The sports-designed pantie-girdle she wears is a Vassarette Junior, of lisle with "Lastex." Lord and Taylor. The brief panties she holds are half wool, half silk—they come in dark colours, nice for skating. By Van Raalte. McCreery • (Right) She wears, probably for skating, a snug pantie-girdle of wool and elastic; by Munsingwear. Lord and Taylor. She holds Carter's brief pantie-girdle of "Lastex," banded at top and leg for a close fit—good under ski-pants. Best

WALKER CAY CLUB

(Continued from page 79) At one end of the club is a swimming-pool with a wild fig-tree almost falling into it. At the other is a terrace overlooking the sea, where one has breakfast and dinner.

The first night we went down to the dock and fished, while Captain Herman Gray, the famous fisherman who has taken almost every president of the United States out fishing, entertained us with stories. It was lovely sitting out there in the soft tropic air, stars overhead, water lapping at our feet, miles from a troubled world. And though we were doubtful about the fishing, almost at once some one had a large pink fish and Douglas Burden a shark.

The next day we explored nearby islands in the Shonnards' freight-boat. (Their fishing-boat was still in Palm Beach.) The next island, Seal's Cay, has a dazzling white beach with a palm-thatched pavilion to protect one from the sun. Here we swam, splashed, and sunned—Betty Shonnard in a sensational suit of chamois leather (her own design) that made her look even more the golden goddess; Douglas, with water-goggles, more under water than on top; I, with my camera, snapping wildly. It was a beachcomber's paradise.

After a picnic lunch, we boarded the freight-boat and went over to Grand Cays, where Steve Miller, the dusky King, rules the island from his grass hut with an iron hand. If we had had a water-glass and a spear, we could have gone crawfishing—there are hundreds of them among the rocks.

The next day, the Shonnards took us out to sea for some serious fishing. There is an old shipwreck three miles off their island, which literally swarms with fish. Unfortunately, it was too rough to see them, but the minute we put our lines overboard, huge fish began to strike. Sonny Whitney was the first to land a forty-five-pound amber-jack (we were still on the freight-boat, so couldn't troll for sailfish and marlin); Betty next with a thirty-five-pounder. At one moment, five of us were playing fish at once. The climax came when some one saw an amber-jack following the boat and put the gaff over with a piece of bait. Sure enough the amber-jack struck—we landed another thirty-five-pounder complete.

That night the natives sang for us beside the pool under the fig-tree, which in the daytime swarms with wild singing canaries. Native instruments are anything from a tin pan to a comb, the songs quite different from our own Negro spirituals. "Sly Mongoose," "Mama Don't Want No Peas, No Beans, No Cocoanut Oil"—was it true that civilization was just around the corner?

Our last morning, we decided to go collecting specimens out on the reefs—and this was best of all. It was a glassy day with only a few camera clouds in the sky. Armed with goggles and a water-glass, we went in small boats. The tide was low, so we could easily get out and stand on the coral. Below us, through the water-glass, was a fairy-land—waving sea-fans, tiny yellow fish, blue fish, great arms of coral stretching like black trees, and here and there a deep hole with a big fish lying half hidden. The floor of the sea and its caves were like places one had explored in childhood's imagination. One could spend days here spearing and collecting fish, diving for conches, sponges, and rare shells. Too soon, we had to return to make our flight back to the mainland. All too quickly, we were waving good-bye to our kind hosts. But I, for one, know I will make every effort to return to Walker Cay.

TONI FRISSELL

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care.

SOCIALLY PROMINENT IN THE RESORT PICTURE

Go where you like. Do what you please. You will look your holiday best in this Arnold Townstyle pump. You can walk miles in it and enjoy every step. It's *that* comfortable—thanks to the Arnold Glove Grip! . . . At Arnold dealers everywhere.

M. N. ARNOLD SHOE COMPANY, South Weymouth, Mass.

THE STYLIST, in tan and white, also blue and white . . . $10.95. Denver and West, slightly higher.

ARNOLD *Authentics*

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

299	$2.00	8601	$ .75
300	2.00	8603	.60
301	2.00	8604	.60
S-4195	1.00	8605	.75
S-4198	1.00	8606	.60
8598	.50	8608	.50

York Street FLAX SPINNING CO., Inc., 107 Franklin St., N. Y.

BLOUSE OF THE MONTH *

IN CAMEO CREPE

WOVEN WITH Celanese* RAYON YARN

$3.50

AT LEADING RETAILERS

*REG. U. S. PAT. OFF.

by Delwin

"Rendezvous," Blouse-of-the-Month for January is an ideal feminine version of the tailored vogue. Its features are hand stitching lines and a new petite collar. The fabric is Cameo Crepe, woven with Celanese* rayon yarn. Newest spring shades.

MARKAY WAIST HOUSE 525 Seventh Avenue New York

"JUNGLE WINGS" BY TAILLEUR-TOWN

TISH-U-FELT*

The caressing soft felt lends itself to flowing lines of flattery. Exotic feathers add dashing tone to its custom look. For town, cruise or sunny climes. In heavenly pastel colors. $5

Tailleur-Town New York "TISH-U" FELT

Baltimore.....Hochschild Kohn & Co.
Buffalo.....L. L. Berger, Inc.
Chicago.....Carson Pirie Scott & Co.
Detroit.....J. L. Hudson & Co.
Hartford.....Outlet Millinery Co., Inc.
Indianapolis.....H. P. Wasson Co.
Jacksonville.....Cohen Bros.
Los Angeles.....The May Company
St. Louis.....Sonnenfeld's
Louisville.....Stewart Dry Goods Co.
Miami.....Nordell's
Milwaukee.....Ed Schuster & Co., Inc.
Oakland Capwell Sullivan & Furth, Ltd.
Philadelphia.....Snellenburg's
Pittsburgh Kaufmann's Dept. Store, Inc.

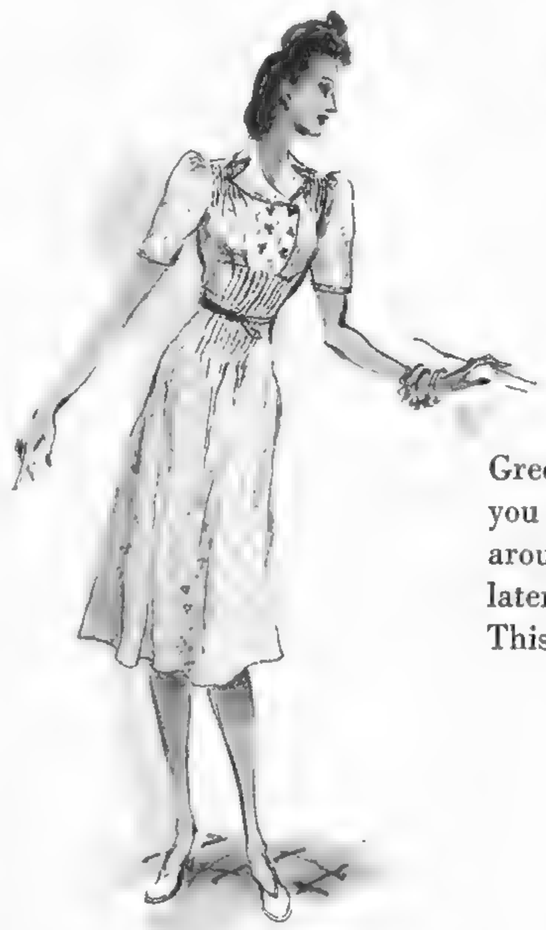
and other fine stores throughout the country, or write to TAILLEUR-TOWN, 417 Fifth Ave., N. Y. C.

* Reg.

SHIRT-WAIST DRESSES GO SOUTH

Sun-yellow Celanese rayon crêpe for a long-sleeved shirt-waist dress—the kind you could wear for afternoons in the South. From Wanamaker

Tiny brown buttons run down the side of this shirt-waist dress of beige Wamsutta Lustercale. Slip into it for picnics, beach parties. Altman



Green flowers on white to give you that cucumber look, around luncheon time and later. It's of spun rayon. This is at Lord and Taylor

White for the South, piqué for the South—two favourites meet in this sun-up to sun-down shirt-waist dress for the resorts. Altman has it

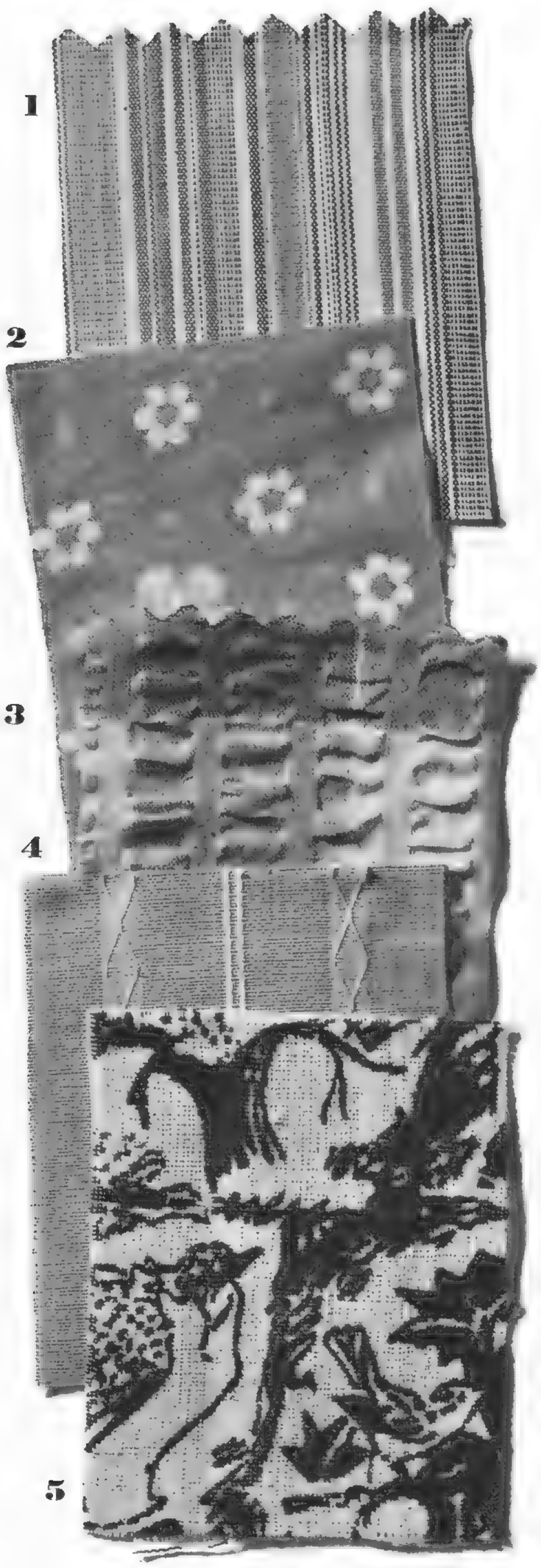
PRINTED BY THE CONDÉ NAST PRESS, GREENWICH, CONN., U. S. A.

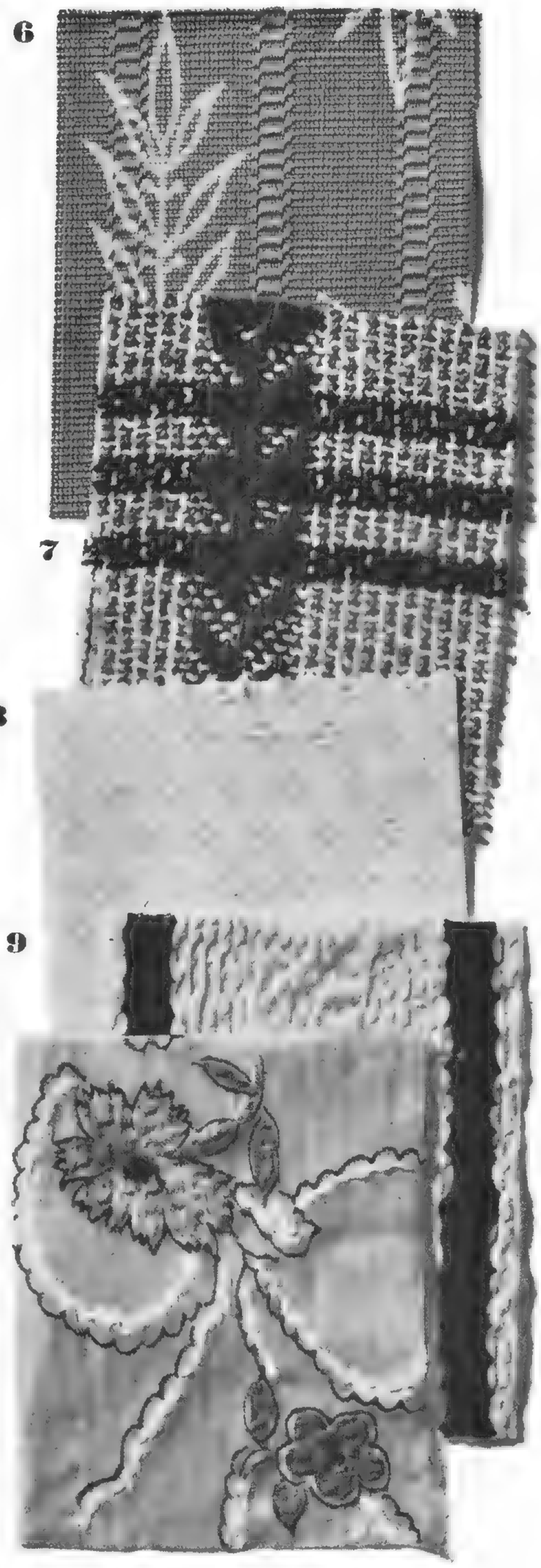
COLOUR MOVES MERCHANDISE

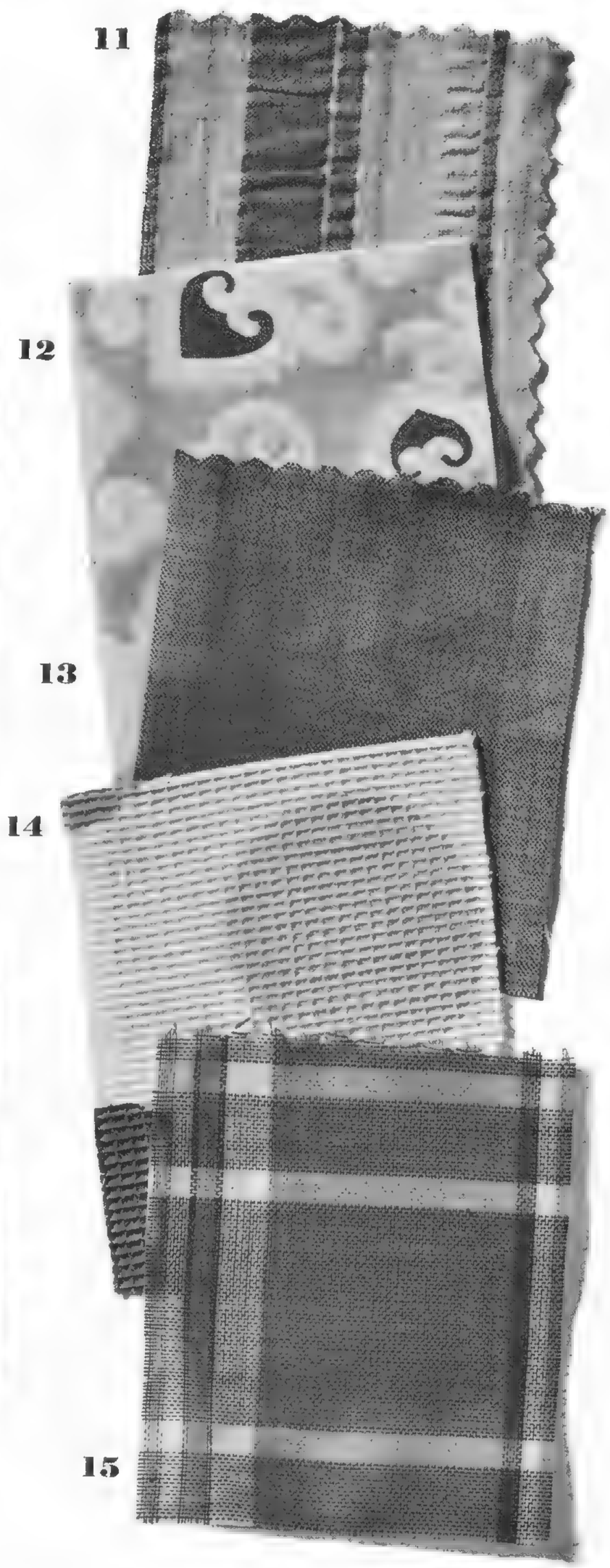
Promote accessory accent colours with basic costume colours.

	USUAL	UNUSUAL
NAVY-BLUE OR BLACK	White, perennial spring accent	Gold or rose-beige or khaki
	Turquoise or aqua or coral	Pink cocoa, new-looking
	Pastel blue and other blues	Emerald green or moss green
	Yellow, a resort carry-over	Tangerine, new red variation
	Bright red, still popular	Shrimp, or candy pink
BEIGE OR GREY	Dark brown or black or navy-blue	Black or wood browns or navy-blue with a touch of red
	Bright red, a good strong accent	Off-browns, or forest green
	White for blouses, gloves, hats	Yellow and red together
	Moss green, light or dark	Khaki and black or deep blue
	With grey: gold or yellow	
PINK COCOA	White, crisp fresh accent	Black with shrimp pink
	Navy-blue or black	Various shades of wood browns
	Dark chocolate brown	Midnight blue or forest green
GOLD	White for gloves, blouse or hat	Black with a touch of wine and chartreuse
	Dark chocolate brown	Grey or deep red or tangerine
	Black, smart with gold	Navy-blue with purple and red
	Moss green, the darker shade	
PINKS TO ROSE	Dark brown or black or navy-blue	Smoke grey with black or brown
	Medium or deep bright blue	Forest green, good accent
	Moss green in its deeper tone	Navy-blue with pale pink
GREY-BLUE, PASTEL BLUE	Bright, clear red, or shrimp pink with navy-blue or black	Wood browns from dark to light
	Navy-blue or black	Grey with a touch of candy pink
		Tangerine or emerald green
MOSS GREEN	Black or dark brown	The new tangerine
	Gold, good accent for moss green	Shrimp pink or turquoise blue
	Bright, clear red or dark red	Pale stone grey with purple touch

Cottons and Linens: important types for summer

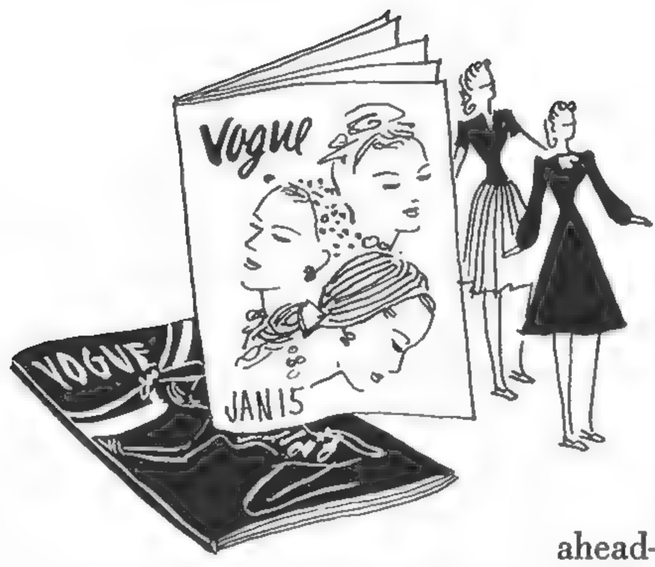






1. Shirting stripes have a knack of looking cool and fresh-scrubbed, so good for sports clothes. Evershrunk Polo Poplin; Everfast.
2. A pastel muslin, overgrown with sweet flowers. Muslins are news for spectator dresses. Sanforized-shrunk. Arnold Sales.
3. This sheer, crinkled cotton, is blocked out in huge checks. The colour combinations are unusual. Cloquossay; Ameritex.
4. Chambrays are having the success of their lives. This has a diamond-corded stripe. Sanforized-shrunk. By Fluegelman.
5. "A bird in the hand's worth two in the bush" is the motto for this amusing print on a sheer crêpe linen. By Moygashel.
6. This sturdy cotton has a brocaded stripe and a simple sheaf-of-wheat pattern. It's a unique cotton. Brocère Print; Pacific Mills.
7. Tweedish linens have a definite cachet for little summer suits. This red-and-white has an arrowed green stripe. McBratney.
8. A diamond pattern sparkles on this plain white cotton. We think it excellent for tennis and sports things. From T. B. Lee.
9. Black stripes and white commas pattern a pink crinkled organdie. Bellmanized starchless finish; no ironing. Marvlo Mills.
10. Sheer confection: a crêpe organdie, imported from Switzerland. White bows tie up field flowers on a pastel. Reichenbach.
11. Woven-stripe seersucker is a belle among this summer's cotton débutantes. Colours in this are superb. Galey & Lord.
12. Pigment white on white traces a conventionalized flower design over this muslin. Good colour combinations. Ameritex.
13. A hugely-checked gingham—so fine it looks like a changeable taffeta. In subtle colours, seldom used. From Galey & Lord.
14. Giant polka-dots are scattered widely all over this shining-white waffle piqué. Six colours are used for the dots. Everfast.
15. Voiles, we feel, will be very smart for the summer-resort afternoon dress. This is a plaided Swiss voile, by Reichenbach.

First Quiz in the Prix de Vogue



Here is the opening gun in the new Prix de Vogue contest! So full speed ahead—and we hope to see you all at the finishing line.

Below is the first quiz, based on the January 1 and the January 15 issues of Vogue. The store executive in charge of the contest may obtain sealed answers to the quizzes by clipping out and filling in the coupon below.

If your store has not yet joined the contest, it is not too late. Here are the important facts: the contest is given by Vogue, and conducted by each individual store. There are four quizzes altogether, appearing once a month, covering the fashion information in the two latest issues of Vogue. For further details, write to Vogue Merchandising Service, 420 Lexington Ave.

JANUARY 1

1. What hat fashion is increasingly important for spring? Give three reasons.

2. Trousers for women will be seen in many new varieties this year. Name five types.

3. What basic colour is a new winter mainstay? What three advantages would you describe to your customers?

4. Clothes for older women are designed to flatter their figures. Name five ways in which this is achieved.

5. What is a good fabric to suggest for all-around-the-clock wear?

JANUARY 15

1. What are three new colour alliances for spring?

2. How is the new "longer-line" silhouette achieved? Describe four ways, in about ten words each.

3. Name six types of hats which make their appearance this spring.

4. Name four types of play-dresses for resort wear.

5. In forecasting spring fashions, list four under each of the following headings:

(a) The Pre-War look

(b) Current fashions that continue

THE FIFTH ANNUAL PRIX DE VOGUE CONTEST

Please send me the sealed answers to the Prix de Vogue quizzes.

NAME _____

TITLE _____

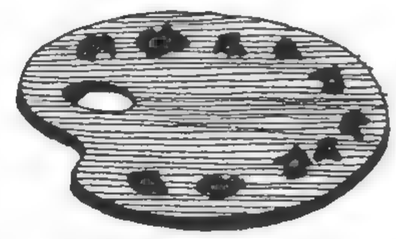
STORE _____

ADDRESS _____

This coupon is for the convenience of the store executive who grades the Prix de Vogue papers. Sealed answers will be sent only to the executive in charge. Address the coupon to Vogue Merchandising Service, 420 Lexington Ave.

Promotions of the Fortnight

News in spring hats and colours, and short play dresses for resort wear



Vogue says:

"Grey with almost any hearty colour will get many votes."

We're electioneering for grey this spring—and we think you should join the party. Grey gets *our* vote because, for one thing, it is a shade that is always smart as a whip. And as a good basic colour to put your confidence in, it's just about tops.

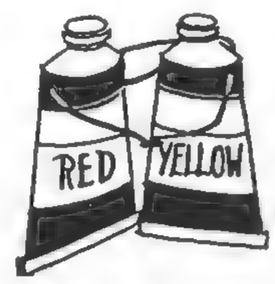
Furthermore, it gets along beautifully with almost any colour-constituent you could mention. Of course there are a few that work especially well with it—red, for instance. Page 49 will show you what we mean. But we have an even bigger plank to our platform—"Hot Pink", the perfect complement to our cool candidate. You'll find it on page 66. Campaign for grey—and let "Vogue says" quotations be your slogans. " 'Hot Pink' links with cool grey" should bring results.

Vogue says:

"Skull-caps cling roundly."

Extra!!! Revolution in the hat world! Read all about it on pages 38 to 45. The silly, daft little hats that men have been scoffing at for some time now have been overthrown by hats which take a grip on the female cranium—and don't let go.

Hats are actually going to fit the head! They'll be skull-caps, helmets, turbans, bonnets. And the new régime is going to give those old stand-bys, the casual brimmed sports hats, a chance to look just a little smug (and snug), because they'll be smarter than ever before, which was very smart. Women's hats are in the news—pretty as ever, only much more sensible—and *very* promotable!



Vogue says:

"You'll see a lot of red with yellow this spring."

Two more colours have buried the hatchet. Red and yellow have forgotten their differences, and now get along very well together. And thereby hangs a tale—for you to tell to your customers. Page 48 will help you with the telling, we think.

We've talked about colour promotions before—but we're not going to stop now. Because colour promotions sell merchandise. They sell complete ensembles, and they sell individual accessories to disguise clothes' vintages. The scope of a colour promotion is so vast that it creates a huge magnetic field, and draws your customers from one department to another, making them powerless to resist the attraction of assembling complete outfits.

These two brilliant colours will make attention-getting windows. Fill them with red and yellow merchandise from every possible department. And here's an idea: you might paint big traffic signals on your back-drop, with the red and yellow lighted. *Red*—stop and look! *Yellow*—get ready to come in and buy! They should have a primary colour promotion!

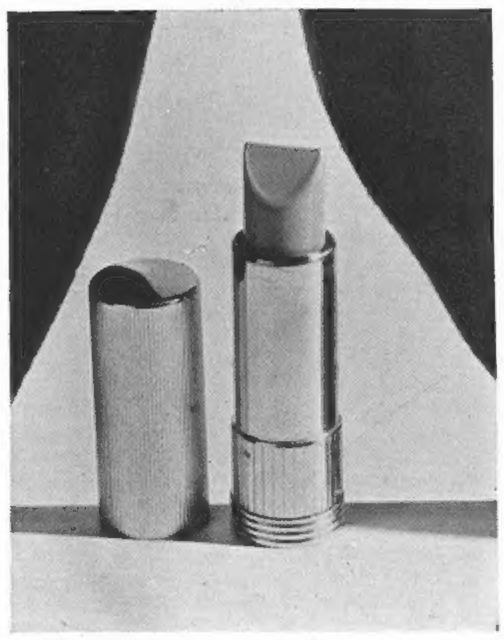
Vogue says:

"Wear a ballerina skirt on a bare-waisted play-suit."

And still the short dresses pour in, innumerable as the grains of sand on which they'll soon be playing. The latest editions are sunning themselves on pages 80 and 81. They happen to be one of those fashions that are so obviously attractive and wearable, they practically promote themselves. Even so, we say, be sure your customers take along enough short skirts when they head resort-ward.

You'll find the dresses are demure—and they're startling; they're covered-up—and they have bare waists; they have ballet skirts with camisole tops. Sugar—and spice—and everything's nice! We think you might play up these contrasts in your window displays. On one side of your window stand the "sugary" mannequins; and on the other, the "spicy" ones. Send play-dresses South, on the crest of a promotional wave.

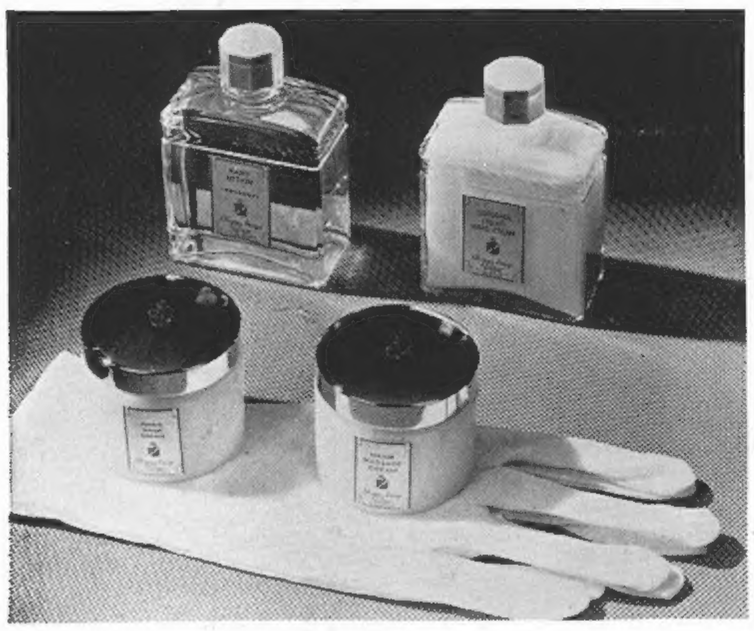
News from the Markets



Hats off to "Cockade", the new Dorothy Gray lipstick, especially promotable for white resort wear and evening dresses.

The curtain rises on "Desert Rose", one of five new dramatic shades of nail polish produced by Barbara Gould.

"Baa baa, black sheep, have you any creams? Yes sir, yes sir, several jars full." Yes sir—for Botany, known for years as makers of fine woollens, has now entered a wholly new field, which makes use of a by-product of sheep's wool. They have now produced a line of cosmetics made with, and called, "Lanolin", which is the basis of most fine creams. Although the line is simple, it contains all the essential preparations. There is a super-fatted soap, a cleansing cream, and a cream made of pure Lanolin which serves as a powder-base, as well as a weather-protective. These cosmetics come in a variety of sizes, and are medium-priced.



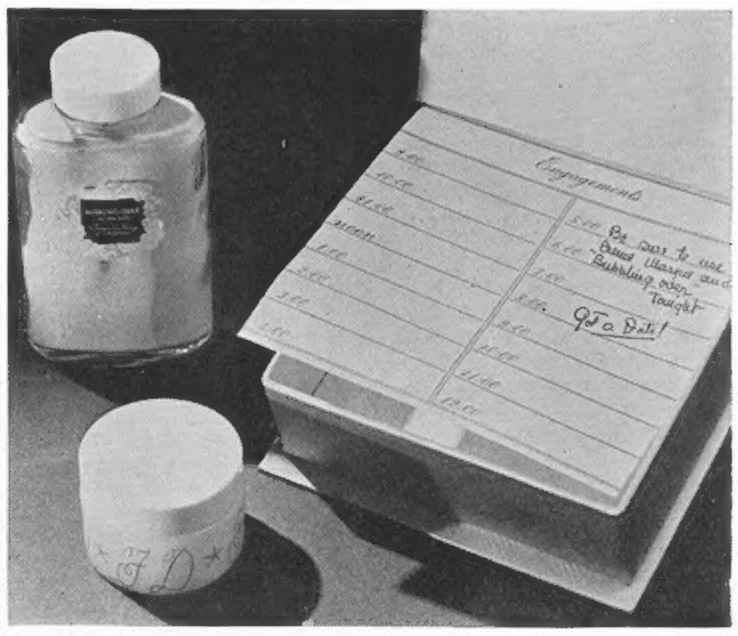
Hand in glove for beauty. Here are four of six hand creams introduced by Peggy Sage together with night gloves. The creams run the gamut, from hand massaging to hand whitening.

Easter eggs roll headlong out of the Bourjois show-room. Above we show three of a group of six Evening in Paris products, especially designed as gifts for your Easter promotion.

Unshrinkable wool is no longer a hope, but a reality. For many years it has been known that wool can be made unshrinkable by stripping the scales from the fibres, but wool processed in this way did not wear well, and was harsh to handle. A compromise had to be effected, and the wool, to be usable, had to be only partially unshrinkable. According to the new process, the protective scales are not substantially removed. It allows wool in all its forms—yarns, fabrics, garments—to be made unshrinkable without an appreciable loss of softness or durability. The process is owned and licensed by Messrs. Tootal Broadhurst Lee Co., Ltd. in Manchester.

Bag and/or muff, rolled into one by Andrè S. David. It's of brown suède. Unzip the sides and you have openings for the hands. Unbutton the flap, and you have a bag-handle.

Bellin's Wonderstoen, a hair-eraser par excellence, has been repackaged in a very feminine mauve, gold and white box. File to resurface Wonderstoen is conveniently included.



"Got a date?" is the query on the fly-leaf of Frances Denney's new engagement-pad package, containing Creme Masque and Bubbling Over (for the bath), pepper-uppers for dates.

VOGUE SELLING HELPS

These four cards free: write Vogue Merchandising Service, 420 Lexington Ave.

Vogue says: "Merry Widow jabots foam out from jacket-fronts."

Vogue says: "Bigger, more pastel are spring's Big Three—plaids, checks, stripes."

Vogue says: "Grey is again a running-mate for red."

Vogue says: "Rediscover the easy charm of the casual hat."

Additional quotations not made up on cards.

Use them in advertising or make up your own cards.

The Longer Line

Vogue says: "Unmistakably new is the long-bodied silhouette."
Vogue says: "You'll wear the long-torso line for day and evening."
Vogue says: "Remember the long-torso jackets."
Vogue says: "Pockets are placed far down on hips."
Vogue says: "Skirts appear with deep tunics."
Vogue says: "The Minaret silhouette is back—jutting tunic over clinging skirt."

Ready-to-Wear

Vogue says: "There's braid on sleeves, on skirt-hems, on collars."
Vogue says: "That beautiful bare evening neck-line is back again."
Vogue says: "Chiffon for evening, vernal and floating as ever."
Vogue says: "Full skirts and tiny waists for evening continue."
Vogue says: "Lace is frequently combined with jersey."
Vogue says: "Accented shoulders are more feminine than before."

Colour

Vogue says: "Navy-blue and black make a very new, very suave team."
Vogue says: "Red with yellow appears discreetly in town, boldly at resorts."
Vogue says: "Military khaki and olive-drab arrive."
Vogue says: "Grey with almost any hearty colour will get many votes."
Vogue says: "Red is a favourite partner of grey."
Vogue says: " 'Hot Pink' links with cool grey."
Vogue says: "Green and blue make a nice team."

Hats

Vogue says: "On the way in are small hats that hug the head."
Vogue says: "Wear an innocent baby bonnet tied under the chin."
Vogue says: "Not since the Twenties have hats sat so firmly on the head."
Vogue says: "Skull-caps cling roundly."
Vogue says: "Helmets and hoods hug the cranium."
Vogue says: "Narrow sailors tilt at shadow-making angles."
Vogue says: "Turbans twist into new rhythms."
Vogue says: "Casual hats are the stabilizers of your hat wardrobe."
Vogue says: "Have a season-bridging, spirit-lifting hat."
Vogue says: "More and more, fashion is susceptible to the Malayan influence."

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STEICHEN

YOU CAN'T *Imagine* HAWAII

It's a temptation to describe Hawaii's flowers. But it *isn't possible* because there is no parallel from which to begin. Her flowers defy description, just as *peaceful* Hawaii, reached with *complete safety on American ships,* defies description.

Nevertheless you *can* achieve somewhat of an understanding of her vitality and appeal if you will secure literature *(illustrated)* about HAWAII and CRUISES to the SOUTH SEAS from *Travel Agents* or MATSON LINE offices.

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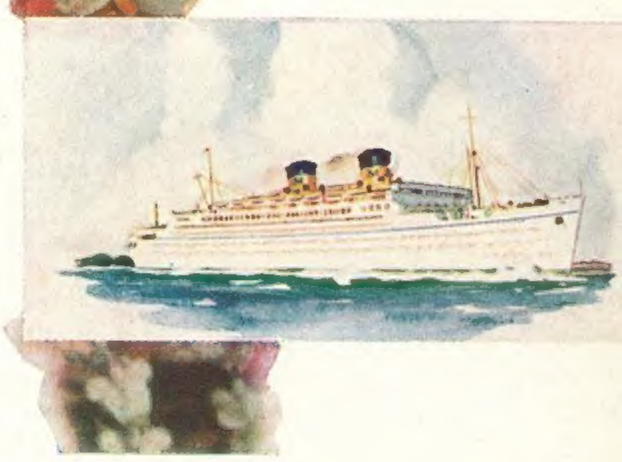

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Matson Line TO *Hawaii* · NEW ZEALAND · AUSTRALIA

ACTUAL COLOR PHOTOGRAPH. Bennett Partin, North Carolina tobacco farmer, shows flowering tobacco plant — from which seeds are obtained. U. S. Government methods of raising tobacco are used on Mr. Partin's farm. *Below:* Mr. M. J. Moye in action.

"UNCLE SAM LENT A HAND

making tobacco better-than-ever

and Luckies have bought the cream of these better-than-ever crops," says M. J. Moye, warehouseman for 18 years

SMOKER: "How did Uncle Sam lend a hand?"

MR. MOYE: "The U. S. Government Experiment Stations showed farmers new methods of growing tobacco."

SMOKER: "And that's why you say crops have improved in recent years?"

MR. MOYE: "Yes. Even though crops do vary with weather—tobacco today is better than ever."

SMOKER: "Does the tobacco that goes into Luckies come from these improved crops?"

MR. MOYE: "Yes, sir. Luckies always *have* bought the finer tobacco sold on my warehouse floor. That's the reason I've smoked them myself for years. And it's also the reason why Luckies are the 2-to-1 favorite of independent tobacco men—buyers, auctioneers and warehousemen."

Try Luckies for a week. You'll find they're easy on your throat—because the "Toasting" process takes out certain harsh throat irritants found in all tobacco.

You'll also find out why—**WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**

Have you tried a LUCKY lately?

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